

LIFE

A black and white photograph of three soldiers in a defensive position. They are standing behind a complex barrier made of wooden poles and a large, fine-mesh net. The soldier in the foreground is on the left, looking towards the right, holding a rifle. Two other soldiers are visible behind him, also holding rifles. The background shows a beach with some debris and a cloudy sky.

PACIFIC COAST DEFENSE

JANUARY 12, 1942

10

CENTS

YEARLY SUBSCRIPTION \$4.50



"Say, January's just like a second Christmas!"

Yes, you'll think it's Christmas all over again when you see the marvelous towel buys at the Cannon White Sales . . . such bargains you can plan whole new bathrooms right on the spot! You'll fall in love with this year's brilliant array . . . thirsty beauties that are softly caressing to both tender skins and sensitive budgets. And by insisting on that all-important Cannon label at your White sales, you'll be following the judgment of the majority of America's home-makers who look for it *whenever* they buy towels. Cannon Mills, Inc., New York City.

All America's Emblem . . . the Cannon Label: for Beauty, Quality, Value

Cannon Towels
CANNON SHEETS CANNON HOSIERY



BEST OF ALL, you can buy the new Cannon towels in matched sets to give your bathroom that well-groomed look! Shown above, clean-cut "Classic" pattern: bath towel, face towel, wash cloth, \$2. Bath mat and monogramming extra. Individual Cannon towels from 29¢ to \$2.

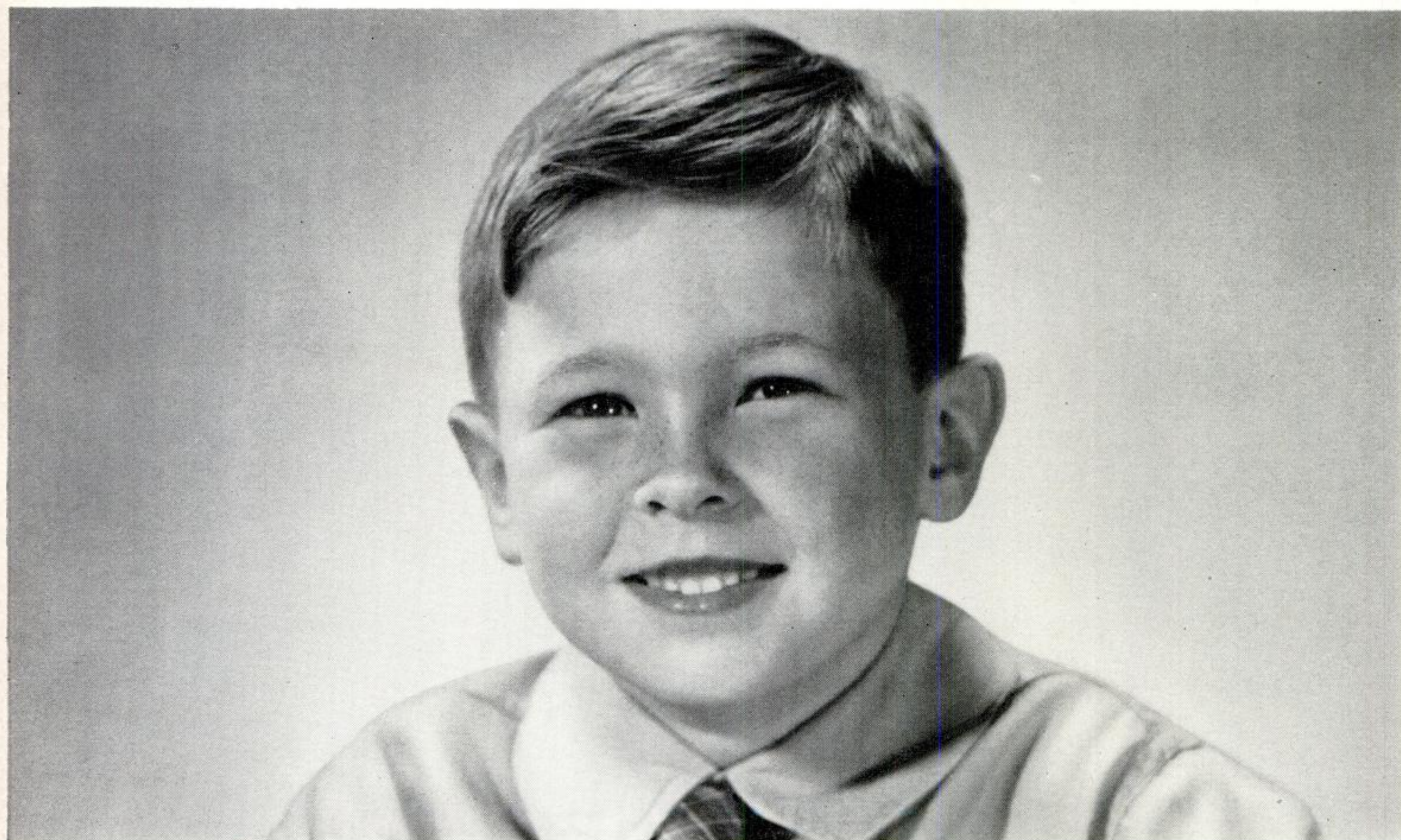
Do you see Little Philip?

No. I see a Promising Young District Attorney.

Does his Work command Respect?

Yes. He is Very Able... and has a Fine Personality.

People warm to his Friendly Smile... a Smile that
Owes so Much to his Lifelong Use of Ipana and Massage.



**Your smile is what you make it! Let Ipana and Massage help you
to have healthier gums and brighter, more sparkling teeth**

Q. *Why is the regular habit of gum massage so strongly urged by many modern dentists?*

A. Because dentists well know that the soft, creamy foods we eat nowadays deny our gums natural work and exercise... the stimulation they require for healthy firmness.

Q. *And are firm, healthy gums important to bright, sound teeth?*

A. Most important! For teeth are seldom bright and sparkling when gums are weak and sensitive. That's why no one should ignore "pink tooth brush"... a warning signal from the gums that they need attention.

Q. *Is "pink tooth brush" a sign of serious trouble?*

A. It may not mean serious trouble—but only your dentist can decide that. Often his decision will be simply that your

weak, tender gums need more work and exercise. Like thousands of other dentists, he may suggest "the helpful stimulation of Ipana Tooth Paste and massage."

Q. *Ipana and massage—how often?*

A. Regularly, at least twice each day! Every time you brush your teeth, massage a little extra Ipana onto your gums. For Ipana is designed to do more than just clean teeth thoroughly. With massage, it promotes health and firmness in the gums. You'll find Ipana and massage an important aid in guarding against "pink tooth brush." Use this modern dental health routine regularly—help yourself to have healthier gums, brighter teeth, a more sparkling smile!



A Product of Bristol-Myers

Ipana Tooth Paste

This One



NYA5-C82-8D6W

First port of call for winter-resorters



Visit "Pleasure Aisle"

AT YOUR FAVORITE STORE

WITH THE NEW

Wembley NOR-EAST Ties

ALREADY IN FULL BLOOM



See the colors of far-away islands

Choose Wembley Ties in Nassau Blue, Bali Bronze, Hawaii Tan—in rich-tone solid-colors or in bold, bright combinations. Wembley Stylists make the style. Ready right now for you are the patterns and hues that will be top favorites all spring.

Marvel at the Magic of Nor-East Fabric

Twist the Wembley Nor-East fabric—knot it dozens of times—it springs back into shape. The special imported weave of fine worsted and mohair yarns gives you the original Non-Crush tie.



Watch the glances of fellow-travelers

Pack up your Wembleys in your traveling bag... and Smile, Smile, Smile! When you unpack them, your Non-Crush ties are trim and smart—as all the feminine eyes will notice!



Write for free folder showing 24 newest shades in solid colors
To be sure it's a genuine Non-Crush Tie, look for the Wembley Nor-East label

\$1
All

Crush it!

Twist it!

Knot it!

Not a wrinkle!



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WEMBLEY, INC., NEW ORLEANS

LETTERS TO THE EDITORS

The Day of Wrath

Sirs:

Henry R. Luce's magnificent editorial, "The Day of Wrath" (LIFE, Dec. 22), has inspired the poem herewith:

Here at Home!

"How is it going in Singapore?"

"What of the Russian front?"

"Will the Germans land on England's shore?"

"Can Somewhere bear the brunt

Of another blast from the Japanese?"

"Is there revolt in Rome?"

Why not ask, in place of these:

HOW IS IT HERE AT HOME?

How is it going in Kankakee?

What of the people in Lynn?

Will the run of folks like you and me

Tackle the task, and grin;

Whatever the job; whatever the cost

In time and sleep and play?

Well, unless we do, the game is lost,

And it's folly to delay!

HERE'S where the fight will be sifted
down

To victory or defeat!

Here in each quiet country town;

On each farm; in each city street!

Maggie and Tom and Grace and Joe,

Tho' never a gun they bear,

Are the ones who'll settle the fate of the foe,

By backing the boys who dare!

It's fine to talk of how we'll win,

And God knows, win we can,

But only if each of us pitches in

To work like a cornered man!

And cornered we'll be if we halt or pause

In giving the "home-grown" stuff

That puts the teeth in freedom's cause—

TOO MUCH IS BARELY ENOUGH!

LEIGH MITCHELL HODGES

Doylestown, Pa.

Sirs:

... Mr. Luce's editorial was not one of flag waving and cheering, but one of truth, warning and common sense. I think all of America should read "The Day of Wrath."

E. J. KILLELEA

Wichita Falls, Texas

Sirs:

Henry Luce's "The Day of Wrath" is perhaps the most important thing Americans have had to think about since Dec. 7.

HENDRICK SUYDAM

New York, N. Y.

Sirs:

"The Day of Wrath" does a great service to the country, if we take to heart the truth it speaks.

PHILIP E. GOODHUE

Newtonville, Mass.

Sirs:

"The Day of Wrath" should arouse and inspire the populace of free nations everywhere.

S. J. JONES

Managing Editor

The Canteen Newspaper

Montreal, Canada

Sirs:

An important document of the war. ... Please keep pounding away on: "We can lose the war."

VIDA A. SHEPARD

Chico, Calif.

Sirs:

I commend you highly.

MAJOR CARROLL D. BILL-
MYER, ORD-RES.

Reserve Officers Association

of the United States

Kingston, R. I.

Sirs:

I was deeply moved.

P. F. C. HARRY RABINOVITZ

79th Bomb Squadron

Manchester, N. H.

WHO'S TELLING WHO?



WE'RE NOT TELLING YOU!

We're not asking you to take our word that Modess is softer. We want you to listen, instead, to what thousands of women like yourself told us!



10,000 WOMEN ARE TELLING YOU!*

More than 10,000 women all over the country were asked to feel two napkins and choose the softer. One was Modess—the other was the napkin they'd been buying. 3 out of every 4 voted Modess softer—softer than the napkin they had been buying.



SO SIT UP AND TAKE NOTICE!

If you, too, are using another napkin, this verdict ought to *startle* you into trying Modess. Take a tip from these women. Get Modess next time you buy napkins. See for yourself if you've been missing out on *extra comfort*.



AND IF YOU DON'T AGREE—

with millions of Modess fans that Modess is softer, more comfortable than any napkin you've ever used just return the package insert slip to the Personal Products Corporation, Milltown, N. J., together with a letter stating your objections. We'll gladly refund your full purchase price.

*Let us send you the full details of this amazing Softness Test. Write the Personal Products Corp., Milltown, N.J.

3 out of every 4 voted

Modess softer

THAN THE NAPKIN THEY'D BEEN BUYING

Pronounce Modess to rhyme with "Oh Yes"

(continued on p. 4)



**"We Know Your Chevrolet Best
therefore
We Service Your Chevrolet Best!"**
Your Chevrolet Dealer

WHERE FRIEND
MEETS FRIEND



Here's Why

Chevrolet Dealers Can Give You

**"SERVICE THAT SATISFIES
—SERVICE THAT SAVES"**

1. Chevrolet-trained, thoroughly skilled mechanics.
2. Chevrolet-approved tools.
3. Genuine Chevrolet parts.
4. A nationwide dealer service organization.
5. Lowest prices consistent with reliable work.

Our Chevrolet-trained mechanics, working with Chevrolet-approved tools and machines, have the specialized skill to keep your Chevrolet in top condition

- | | |
|-------------------------------------|---|
| 1. Lubrication | 7. Body and Fender Repair |
| 2. Brake Service | 8. Clutch, Transmission and Rear Axle |
| 3. Motor Tune-up | 9. Shock Absorber Service |
| 4. Carburetor and Fuel Pump Service | 10. Headlight and Electrical Check-up |
| 5. Steering and Wheel Alignment | 11. Painting and Refinishing |
| 6. Motor Repair | 12. Car Wash, Polishing and Upholstery Cleaning |

CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT, MICHIGAN

**CHEVROLET DEALERS SERVICE ALL MAKES
OF PASSENGER CARS AND TRUCKS**



When's the last time you were

If it wasn't recently, maybe you'd better suspect the presence of the "Double O" (Offensive breath; Offensive-looking teeth.) That's a combination that can scare any man away.

You may not know when you have offensive breath, but your mirror informs you of offensive-looking teeth. Better do something about both of them.

Why not take the delightful double precaution against "Double O"?

For your breath, Listerine Antiseptic, of course. It built its fame on correcting bad breath for millions through its ability to quickly halt food fermentation in the mouth, a frequent cause of halitosis.

And for dull, off-color, dingy-looking teeth, the new Listerine Tooth Paste—

Kissed?

changed in formula, changed in action, and especially created to make the enamel cleaner, and so more flashing, more brilliant.

For 8 years skilled scientists worked to get a special combination of outstanding, safe ingredients to accomplish this wonderful luster-giving effect. Now thousands of women are simply wild about this new dentifrice. Many say they can actually see the transformation it works in a surprisingly short time.

So if you want to make friends, if you want men to like you, if you want to be welcome in your job, take this day and night precaution against the "Double O"—the new Listerine Tooth Paste and the old and tried Listerine Antiseptic.

LAMBERT PHARMACAL CO., St. Louis, Mo.

LISTERINE ANTISEPTIC and



the double precaution against **double O**
 Offensive breath
 Offensive-looking teeth

LETTERS TO THE EDITORS

(continued)

Sirs:

... worthy of a place beside the great editorials of all time.

S. T. BAUGH
 Pastor

The First Methodist Church
 Prescott, Ark.

Sirs:

Have you made any arrangement for reprints of Henry R. Luce's "The Day of Wrath?" We would like to have 2,500 copies for distribution to the executives, supervisors and all other workers in our eleven manufacturing plants.

L. C. RUGEN
 Vice President

The Ruberoid Co.
 New York, N. Y.

● Reprints are available at LIFE's editorial offices, Time & Life Building, Rockefeller Center, New York City.—ED.

Friendly Enemies

Sirs:

I believe I have found something queer about your picture of Hong Kong (LIFE, Dec. 22). In the picture is a war-



JAP SHIP IN HONG KONG

ship, a Jap cruiser of the Mogami class. Were the British on such friendly terms with Japs as to refuel their warships?

KEITH CASLETLUCCIO
 Richmond, Ind.

● The picture of Hong Kong, the best extant, was taken in 1928 when the Japanese-British World War I alliance was still in process of dissolution. The ship is indeed Japanese, not a Mogami-class cruiser but a Nagato-class battleship.—ED.

Up-To-The-Minute

Sirs:

I have always considered LIFE an up-to-the-minute magazine. But when I saw pages 27-33 on the Dec. 7 attack on Pearl Harbor (LIFE, Dec. 15) I was amazed. These were not merely supplementary pages but a regular part of the issue and referred to events of the Sunday before.

HOWARD STROUSSE
 Denver, Colo.

Sirs:

Our hats are off to LIFE for the truly remarkable achievement of the WAR announcement in the Dec. 15 issue which I received Friday, Dec. 12—just five days after Pearl Harbor had been attacked.

L. S. WOODCOCK
 Oakland, Calif.

"How to Tell..."

Sirs:

LIFE (Dec. 22) devotes a page and one half to "How to Tell Japs from the Chinese." On page 17, however, LIFE falls into a common error when quoting

(continued on p. 6)

DANGER SIGN for America



YOU KNOW the Smiths. They're the American People. They live in your house and across the street. The Smiths are America.

The Smiths have got to stay healthy, because Uncle Sam has got to be strong! Guard their health to safeguard America.

Helping American people stay healthy has always been the job of Taylor Instruments. They stand health-guard over our daily lives.

Taylor Wall Thermometers accurately indicate indoor temperatures, making it easy to keep them always healthful. Relying on Taylors helps you save fuel, too—today that's a need and a duty.

Taylor Window Thermometers tell you how to dress before going outdoors, protecting you from catching winter colds. Taylor Stormoguides warn you of coming weather you should prepare for. Taylor cooking, baking, and roasting thermometers help insure good foods that build good health.

And Taylor Fever Thermometers—reliable, sturdy, accurate, and easier-to-read—instantly detect the first sickness signs and help prevent illness. America can't afford to have any of us laid up, losing time from work these days. There's too much to be done, and done fast.

If you should be unable to get needed Taylor Instruments at your dealer's, please be patriotically patient. We'll supply you all we can, as soon as we can. Uncle Sam uses Taylor Instruments, too, and we're waiting on him first! Taylor Instrument Companies, Rochester, N. Y.



Helping Keep Americans Healthy



No. 5304 Taylor Window Thermometer. Large, legible figures on a 10" dial with contrasting trim and weather-resistant fittings. Quickly and easily attached outside your window. A glance from indoors shows you how to dress for the temperature outdoors—you're prepared for it and protected against it. \$2.25 at your Taylor Instrument dealer's. Other popular styles and prices.

Taylor INSTRUMENTS

Clifton FADIMAN



Sinclair LEWIS



Carl VAN DOREN



Alexander WOOLLCOTT



Now
These famous men-of-books will help you to discover some of
THE BEST ALREADY-PUBLISHED BOOKS
for only \$1 per copy

THESE men know a good book when they see one. They often see good books you never hear about; or can't obtain. So these men have now banded together, to launch a new movement in the world of books, a movement which will help you to obtain some of the best books published in this country—and for only one dollar per copy.

A new movement in the world of books!

THIS new movement springs from the fact that there are many enjoyable books which don't come to your attention. You hear about the "best sellers", and many of our good books are "best-sellers". But the best sellers aren't always the best books. Often the best books, when first published, never come to your attention. Since you never heard about them, you never read them.

Do you know why fine books frequently drop out of sight? Well, the year after *Gone With the Wind* appeared, so did three other fine novels about the Civil War. But everybody was *Gone With the Wind*. Books published during the dark days of 1929, or during the Bank Crash, or during the first war days—what happened to them?

Books published ahead of their time; books that never got proper advertising; books once reasonably successful, which have been foolishly allowed to go out of print; early books by an author whose later work only is well-known—these are only a few of the hundred kinds of books which would bring you magnificent entertainment if only you could discover them.

Now you can discover them!

YOU would be more safe, in buying a copy of such a book, than in buying a copy of a current best-seller. For such books as these have been read and re-read by their admirers; whose judgment is

therefore cool and considered, not expressed after the heat of first reading.

Would you like to meet the people who admire these books, who re-read them, who *want* to tell you about them? Would you trust their judgment? You would certainly trust the judgment of

ALEXANDER WOOLLCOTT

who, as radio's Town Crier, gave the American air waves their first literate broadcast. Mr. Woolcott has on a number of occasions called your attention to good books. *Lost Horizon*, for one example, was languishing on its publisher's shelves until Mr. Woolcott told you about it.

You would surely trust the judgment of

CLIFTON FADIMAN

the famous interlocutor of "Information, Please!" and the Literary Editor of *The New Yorker*. He *knows* how many good books have not come to your attention—and he is the man to tell you about them.

Another man you can trust is

SINCLAIR LEWIS

the winner of the Nobel Prize, the author of books like *Main Street*, *Arrowsmith* and *Babbitt*—already considered classics.

Many have trusted the judgment of

CARL VAN DOREN

who wrote the best-seller biography of Benjamin Franklin three years ago, who edited the classic *Cambridge History of American Literature*.

*What they now offer you
 —for one dollar!*

THE book they offer you, each month, is a book they are all enthusiastic about: and which one of them will have been enthusiastic about for some time. For every one of the books is a book already published, an enjoyable and informative and pleasurable book which at least one of the Committee will have read,

and with enjoyment, over and over again.

In becoming a member of The Readers Club you make it possible for these famous men-of-books to *find* you, to tell you about good books you may have missed. To the members of The Readers Club is distributed, once each month, a special printing of a fine book—at a cost of \$1.

These books are unusually well-made. Each is designed by one of America's most famous artists-of-the-book. Because each book is printed in large quantities, each book can be more beautiful, at this special price of one dollar, than it was in its original edition at \$2.50 or \$3!

Buy only the books you want!

YOU need not accept the judgment of the Committee. You will be given a complete description of each book before it is sent to you. If you decide it is not the kind of book to interest *you*, you may reject the book in advance. Then, even *after* you get the book, you may return it if you are displeased with it.

There is no other book publishing system, by which you are given the privilege

of refusing a book in advance if it does not seem to interest you, or of returning it after you have received it if it doesn't please. This system is a symbol of the supreme confidence of these famous men-of-books. They *know* the books to be sent you are good books, often great books.

What you must do now!

IN becoming a member of The Readers Club, you undertake no direct obligation. On the other hand, you will get nothing free. We cannot afford to have in The Readers Club the kind of people who still think it is possible to get something for nothing. We want in The Readers Club the kind of decent, honest, intelligent people who are *eager* to join; who see in The Readers Club a system by which they may obtain unusually good new editions of unusually good books, unusually well made, at the low cost of one dollar.

We invite you to send in the coupon *now*. You will then be sent—of course without charge—a copy of the Club's magazine in which you will find the description of the Club's current publication.

APPLICATION FOR MEMBERSHIP

THE READERS CLUB, 41 EAST 57 STREET, NEW YORK:

Please enroll me as a member. It is understood that you will publish for the members one book each month, selected for publication by the Committee consisting of Clifton Fadiman, Sinclair Lewis, Alexander Woolcott, and Carl Van Doren as chairman. It is understood that you will send each book to me for one dollar, plus ten cents to cover the partial cost of wrapping and postage. It is understood that you will send me a copy of *NEWS FOR THE MEMBERS* each month, in which I will find a description of the forthcoming month's publication; that I may then send you word to refrain from sending the book to me, or may even return the book to you within five days after receiving it if I am not pleased with it.

NAME _____

ADDRESS _____

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DON'T DOUSE A GOOD HEAD OF HAIR



Hair loses its natural good looks when "doused" each morning with water or anything else. Instead, comb in a few drops of 'Vaseline' Hair Tonic. Notice how easy your hair is to manage . . . see how natural and well-groomed it looks!



**CHECK DRY SCALP FIRST—IF
YOU WANT HANDSOME HAIR!**

DON'T wait until hard-to-manage hair and loose dandruff warn you of Dry Scalp. For often you have Dry Scalp *without knowing it!*

Fortunately there is a quick, effective way to check Dry Scalp . . . to return your hair to its natural good looks. See how easy it is!

(1) **EACH MORNING**, shake a few drops of 'Vaseline' Hair Tonic on your comb and run it through your hair. 'Vaseline' Hair Tonic has special qualities that fight Dry Scalp.

(2) **EACH WEEK**, before your shampoo, massage thoroughly with plenty of 'Vaseline' Hair Tonic. Buy a bottle today . . . and you'll enjoy a handsome, healthier-looking head of hair than you ever dreamed you could have!



'Vaseline' Hair Tonic is different, containing no drying ingredients.

By actually supplementing the natural scalp oils, 'Vaseline' Hair Tonic aids in keeping the scalp supple . . . the hair lustrous, well-groomed and natural-looking. Try it!

Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

LETTERS TO THE EDITORS

(continued)

the head of a Japanese school at Seattle as saying, "So sorry."

The Japanese have no difficulty in pronouncing our letter "r," and you will find many words in the Japanese language which contain this sound—for example, the battle cruiser *Haruna* (which was recently sunk by gallant Captain Kelly); Kure, a naval base; many place names ending in "iri"; and of course hara-kiri and the names of the envoys, Kurusu and Nomura. It is the Chinese who pronounce "r" as "l."

However, the Japanese have the same difficulty in sounding the letter "l" as the Chinese do in sounding "r." There is no ideograph in the Japanese language to represent the "l" sound. When I was in Japan several years ago, the Japanese always pronounced my name "Gire." Certain American merchandise carrying the brand name "Faultless" was always referred to as "Fortress."

If you wish to determine whether an Oriental is Chinese or Japanese, ask him to say, "Faultless fortress." If he says, "Faultless faultless" he is Chinese; if he says, "Fortress fortress" you know that you are talking to a Jap.

CHESTER A. GILE

Minneapolis, Minn.

Sirs:

I long ago discovered that any creation of Chinese or Japanese characterizations for pictures had to be done through details of costume and hair styling, rather than with any stressing of physical characteristics of face or body.

Your article would have been of definite value to the public if it had featured and stressed the point that it is impossible for the average person surely to distinguish between the Chinese and the Japs, rather than suggesting that he could make such a distinction.

MAX FACTOR JR.

Hollywood, Calif.

● **LIFE** made it clear that the anthropological distinctions between Chinese and Japs were not so obvious that they could be dramatized by make-up.—ED.

Priority

Sirs:

In **LIFE**, Dec. 22, it is said that OPM was first to employ the American battle cry: "Remember Pearl Harbor!" We in Oregon are of another opinion.

The Portland *Oregonian* coined the phrase for its editorial page where the

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The Oregonian

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DECEMBER 10, 1941

Remember Pearl Harbor!

The reactions of the American citizen of the Pacific coast to the opening of war with Japan are not different from those of his fellow citizen in another part of the country, except that

"OREGONIAN'S" BATTLE CRY

battle cry appeared in its issue dated Dec. 10, which appeared on the streets at 4:15 p.m. on Dec. 9. Enclosed masthead and editorial headline document our claim. OPM did not use the phrase until the following day, Dec. 10.

STANHOPE S. PIER

Hall of Representatives
State of Oregon
Salem, Ore.

● For the benefit of future authors of monographs on this point, the *Ore-*

(continued on p. 9)



Devilled egg sandwiches. So tasty! Put 5 slices crisp bacon, 3 hard-boiled eggs, and small onion through the chopper. Mix with Durkee's Dressing.

Sandwich spreads perk up—have a new taste sparkle when you dress them up with Durkee's. Get a bottle, and use it with your sandwiches, salads, canapes, cold cuts and fish.

For free recipe booklet, write Durkee's Famous Foods, Elmhurst, L. I., N. Y.



DURKEE'S DRESSING



The "clothes-closet crouch"—rewards your slipper search, but your stockings may pay a penalty! Help prevent "pop" run woes with luxuriously sheer, long-lasting Cannon Hosiery.

Not a pair escapes the scrutinizing eye of Cannon's air-pressure machine that reveals hidden flaws (start of most "pop" runs). Only perfect stockings come from Cannon—full-fashioned, flawless, triple-inspected.

Cannon Hosiery

P. S. Ask to see Cannon's wonderful Nylon hosiery . . . and other Cannon hosiery in the latest shades. Made by the makers of Cannon Towels and Sheets.





Soup's on!

UNCLE SAM's paratroopers, going "downstairs" on business, carry three square meals in one small pocket of their uniforms.

It's very special food—powdered, concentrated—calories carefully counted—but complete from soup to coffee. It gives husky men the *reserve power* to keep going when other supplies are cut off.

Reserve power is just as vital in industrial as in military emergencies. When tank factories, plane

plants and shipyards began to eat up more and more electric power, *reserve rations were ready*.

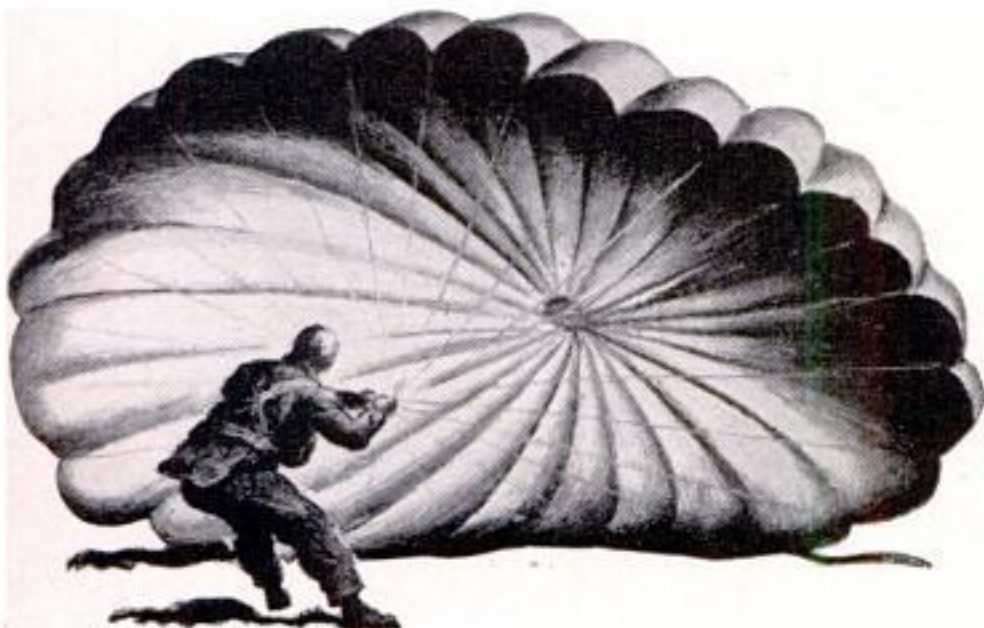
Reserves built up in advance by the business men who manage America's power companies. *Reserves* that met almost every defense demand overnight. *Reserves* available almost anywhere, because of carefully planned and interconnected systems.

But *no* power reserves could continue to satisfy hungry, humming machines indefinitely. So the

electric companies have been working fast and efficiently to keep ahead. They put over 2½ million more horsepower into production during 1941—enough to light one-quarter of all the nation's homes!

Here is a basic war industry, able and willing to do its part—glad to pledge all-out co-operation with government and industry—until the skies and seas around America are secure and free forever!

INVEST IN AMERICA! BUY DEFENSE BONDS AND STAMPS



THIS PAGE IS SPONSORED BY 52 LOCAL ELECTRIC COMPANIES*—ALL PRODUCING POWER FOR AMERICA UNDER AMERICAN BUSINESS MANAGEMENT

*NAMES ON REQUEST FROM THIS MAGAZINE



What a mother never sees . . .

The child has been born. Instantly, medical science starts a series of protective measures to guard that life. One of the very first steps is the anointing of the tiny body from head to foot with antiseptic oil. The baby is then wrapped in a warm blanket and put to rest in the nursery.

Because of many precautions taken to protect infants against harmful germs, the baby born today has a much better chance to live. In the United States, this year, almost 100,000 babies will live who would have died at less than one year of age had they been born 20 years ago.

Much credit must be given to the extraordinary care used in the hospital nursery to protect the baby against infection. Only a few special nursery nurses are allowed here, and they wear sterile gowns, caps and masks. Even the doctor stays outside. He examines the baby in a separate room . . . and he, too, wears sterile garments and sterile rubber gloves. And, as a further safeguard, the baby is anointed at least once a day with antiseptic oil to help pre-

vent impetigo, pustular rashes, diaper rash, excoriated buttocks, chafing and dryness of the skin.

The mother's room also is kept as safe as possible for the baby. At nursing time, the bed is covered with a sterile feeding sheet, and the mother's breasts and hands are bathed with antiseptic solution. Adult visitors may enter the room only during certain hours, and then are asked to stay away from the bed. Children visitors are *never* allowed.

Everyone should realize the importance of these regulations, and should cooperate with hospitals in observing them.

And, Mother, when you take your baby home, make it a safe haven also. Ask visitors to remain a little distance from the baby. Continue the hospital practice of anointing baby's entire body *every day* with antiseptic oil to help protect his skin against harmful germs. And be sure baby is examined by your doctor at least once a month.

Today most hospitals use Mennen Antiseptic Oil

on babies. That's because it is *antiseptic*—helps keep the skin safer from germs. These hospitals and thousands of doctors urge you, Mother, to continue to give your baby a complete oiling daily with Mennen Antiseptic Oil. Do this until he is at least a year old, and use the oil at every diaper change, too, to help prevent diaper rash, excoriation of buttocks and other skin irritations and infections.

And when you use a baby powder, remember that it, too, should be antiseptic. Three out of four doctors expressed that opinion in a nationwide survey. So, choose Mennen Antiseptic Powder. Made by an improved special process—hammerizing—it is literally smooth as air. Also, you'll like its new, delicate scent. But, most important, Mennen Powder is *antiseptic*.



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THE MENNEN CO.
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Blended Whisky
A smooth and delicious whisky expertly blended for bouquet and flavor

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JOHN RISSMAN & SON 305 W. ADAMS ST. CHICAGO, ILL.

LETTERS TO THE EDITORS (continued)

gonian's claim to priority is herewith registered.—ED.

Soldier's Mother

Sirs:

You have devoted two pages in LIFE Dec. 22, to pictures of our precious sons who have bravely paid the supreme sacrifice for the defense of their people and country.

In a letter received by me today from Harold H. Burton, United States Senator, Washington, D. C., he passes along a thought I believe most worthy of all our consideration:

"Your son has set the example of supreme sacrifice in the service of our country and you now will set the example in Ohio of your courage and of your understanding of what he has done, and of what we all must do to make this country worthy of the sacrifice he has made. Our obligation is to be worthy of him."

I agree with Mr. Burton. We mothers can well be proud of our heroes, but we must keep a stiff upper lip and carry on with faith and courage and hope.

I have no details concerning my son Horace's death, but I surmise he was injured and must have asked one of his buddies to notify Ernest, his brother (not his father as you said in the caption under Horace's picture), to save me somewhat the shock.

I am hoping—praying—I will receive some word from some of his buddies.

MRS. CONSTANCE E. MESSAM
Barberton, Ohio

Old Glory

Sirs:

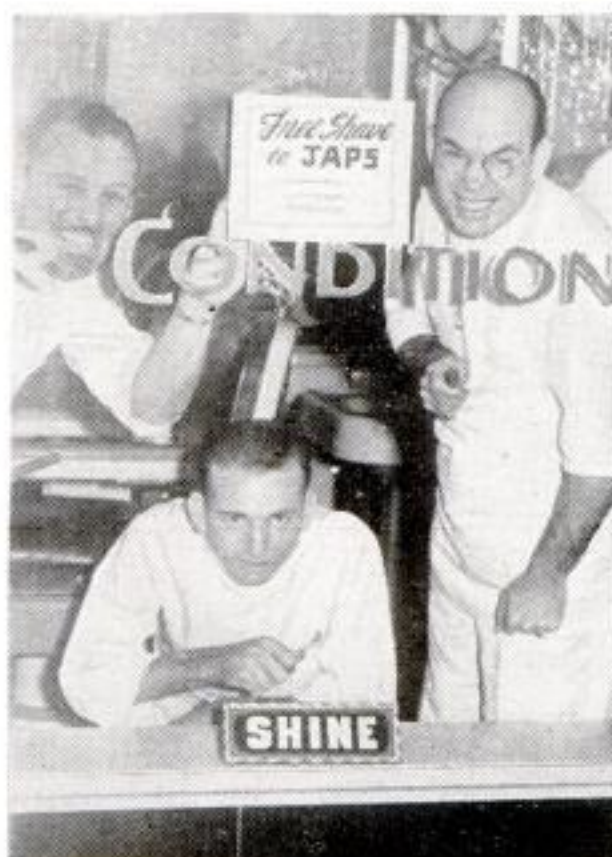
Congratulations. The front cover of LIFE magazine of Dec. 22 is beautiful. Long may it wave. As a patriotic inspiration, please continue to use it indefinitely.

MRS. A. N. PHILLIPS
Stamford, Conn.

Barbers

Sirs:

In LIFE on the Newsfronts of the World (LIFE, Dec. 22) you quote a



JAP-MENACING BARBERS

barber's sign: "Japs shaved. Not responsible for accidents."

Here are barbers in Wichita, Kan., displaying extreme eagerness for business.

JACK HARDWICK
Wichita Eagle
Wichita, Kan.

Editorial correspondence should be addressed to:
THE EDITOR, LIFE
TIME & LIFE BUILDING
ROCKEFELLER CENTER
NEW YORK CITY

Why haven't YOU Clipped this Success Coupon?

Maybe you've been thinking about it!

But just *thinking* never took off an excess pound, never straightened a droopy figure, never put glow in a sallow cheek.

Today, more than ever, you've got to be fit!

Ready to do your part, whatever the need may be. You need a strong body, a streamlined figure, a radiant skin—the kind of top-to-toe beauty that gives you poise and confidence, fills you with energy and eagerness.

Maybe you feel this Course isn't for YOU!

If you're slender and vital and lovely—never tired, always "in the pink"—if you're completely satisfied with what your mirror tells you, then it's *not* for you. But if there's room for improvement in your face, figure, hair, posture, make-up—in the way you look and the way you feel—then the DuBarry Success Course is *definitely* for you.

THREE EXCITING SUCCESS CASES



Case No. 1—A case of a *Complete Job to Do*. Mrs. Marie Coombs weighed 228—no wonder she was tired and discouraged. Through the DuBarry Success Course she lost 78 pounds, streamlined her figure, found a new beauty that she knows how to keep. "I look and feel like a new person," says Mrs. Coombs, "buoyant, eager for each new day."



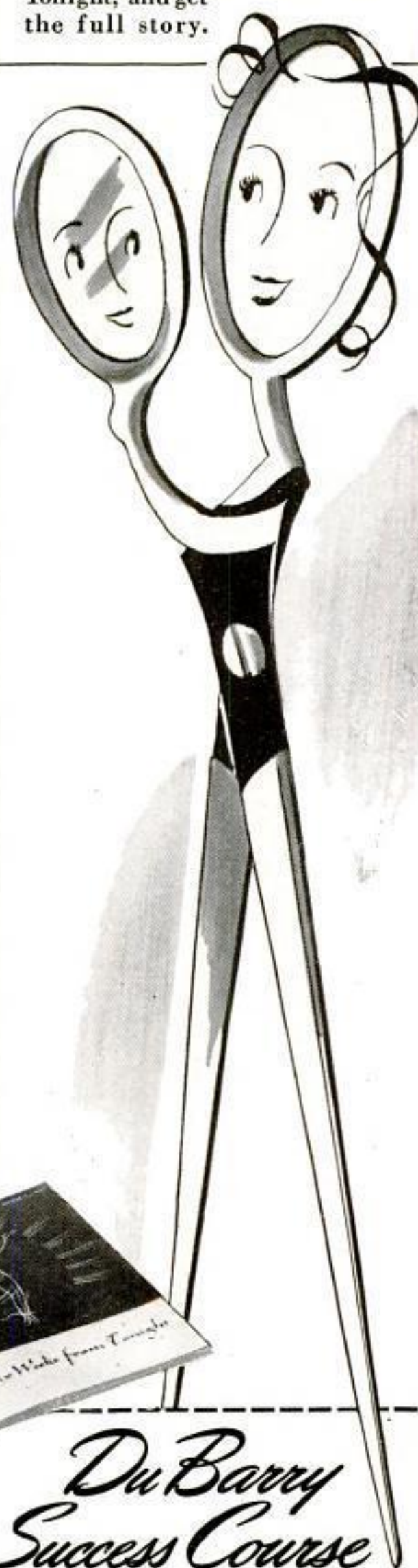
Case No. 2—A case of "*Nothing Much Wrong*." Elizabeth Prasse, 24, wanted to lose about 20 pounds. She did. And became a stunning beauty into the bargain. "I'm healthy, happy, a different girl," she says, "thanks to the DuBarry Success Course."



Case No. 3—A *Beauty Case*. Twenty-two DuBarry Beauty and Make-up Preparations and Accessories selected for your type, coordinated for your use. Assembled in a convenient case, they come to you with your DuBarry Success Course.

The DuBarry Success Course is a simple, practical, inexpensive way to make the most of yourself in the shortest possible time—and it works! It analyzes *your* needs, shows you how to use *at home* the methods taught by Ann Delafield at the famous Richard Hudnut Salon, New York.

When 38,000 others have found it a way to beauty, isn't it about time you found out what it can do for you? Just send the Success Coupon—or a letter or postal—for the book, "Six Weeks From Tonight," and get the full story.



DuBarry Success Course
ANN DELAFIELD, Directing

RICHARD HUDNUT SALON
Dept. S-25A, 693 Fifth Ave., New York
Please send "Six Weeks From Tonight"

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Success This Way

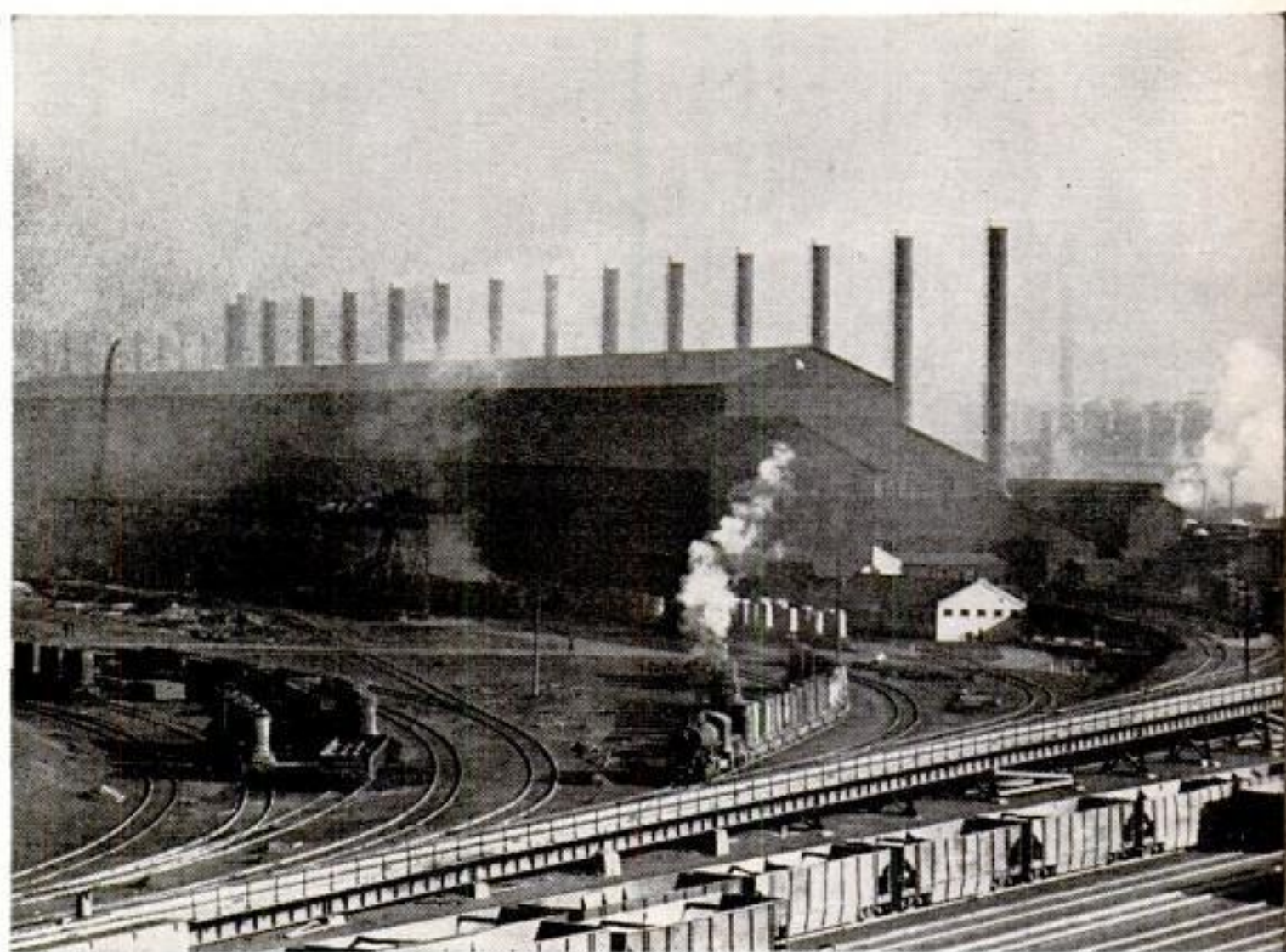


ROUTINE SMOKE RISES FROM BUSY MIDWEST STEEL PLANT ON A DECEMBER MORNING. THIS MUCH SMOKE WOULD NOT STOP PILOTS FROM SPOTTING DETAILS OF PLANT MILES AWAY

SPEAKING OF PICTURES THIS IS A SMOKEOUT

If enemy planes ever get within bombing distance of the big industrial cities of America, they may find themselves flying over the kind of man-made night shown in these pictures. This blackout was created at 10 a. m. by burning oil and tar in furnaces, yard engines and smudge pots in the Carnegie-Illinois plant of U. S. Steel Corp., at Gary, Ind. U.S. Army and plant engineers are now testing materials and methods for such smokeouts in various parts of the country. Main difficulty encountered so far is the wind, which no Army can regulate. If a brisk breeze is blowing it is likely to pick up the smokeout and wrap it around a town 25 miles away.

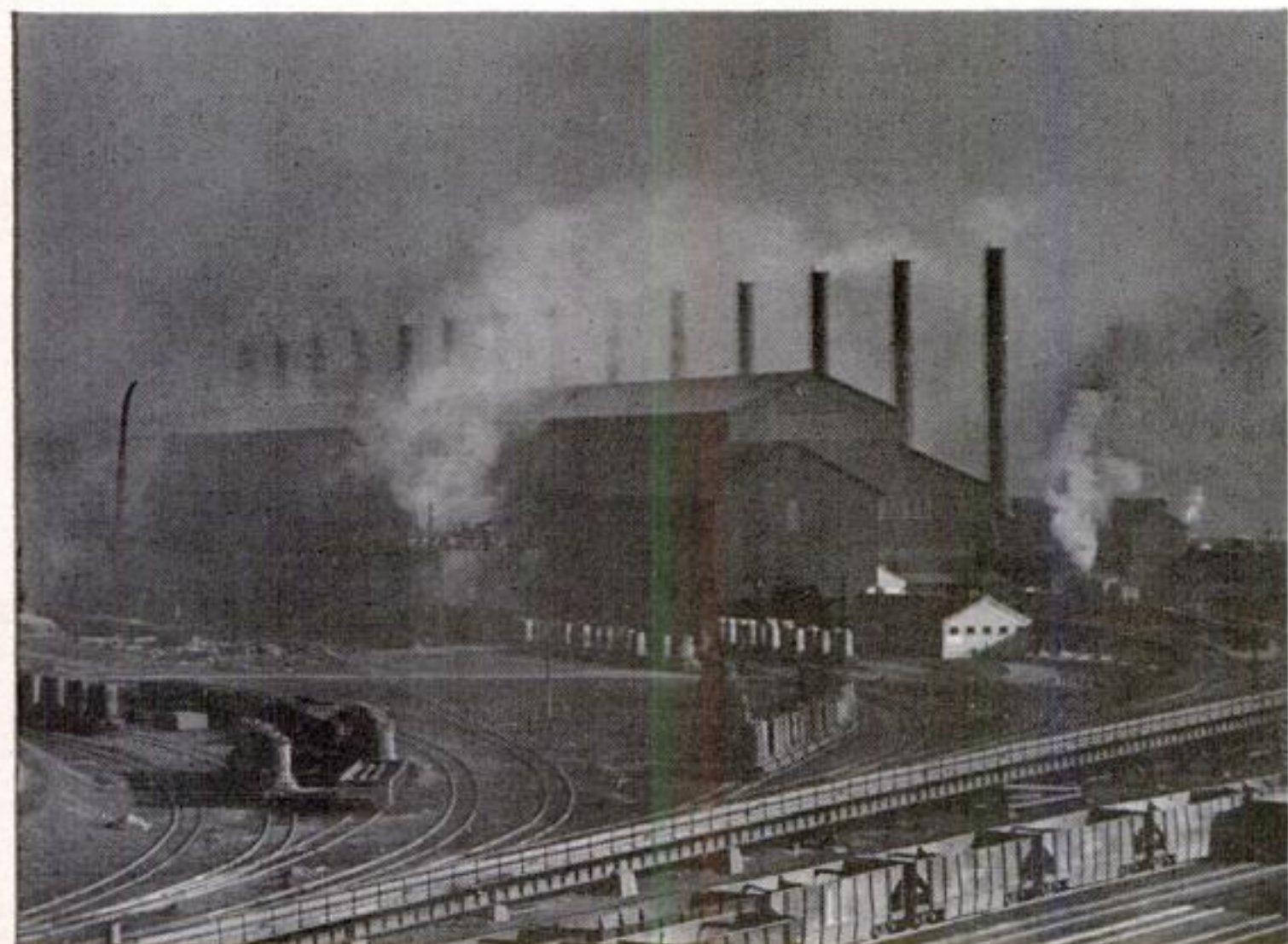
Under favorable conditions, smokeouts would prevent accurate low-level bombing of specific vital points, such as a Bessemer converter or boiler house. They might also make it impossible to observe or photograph damage done. But to a visiting bombardier 30,000 ft. in the air, an umbrella of black smoke over an industrial target might be a real help. That is why the Army considers the smokeout idea strictly experimental.



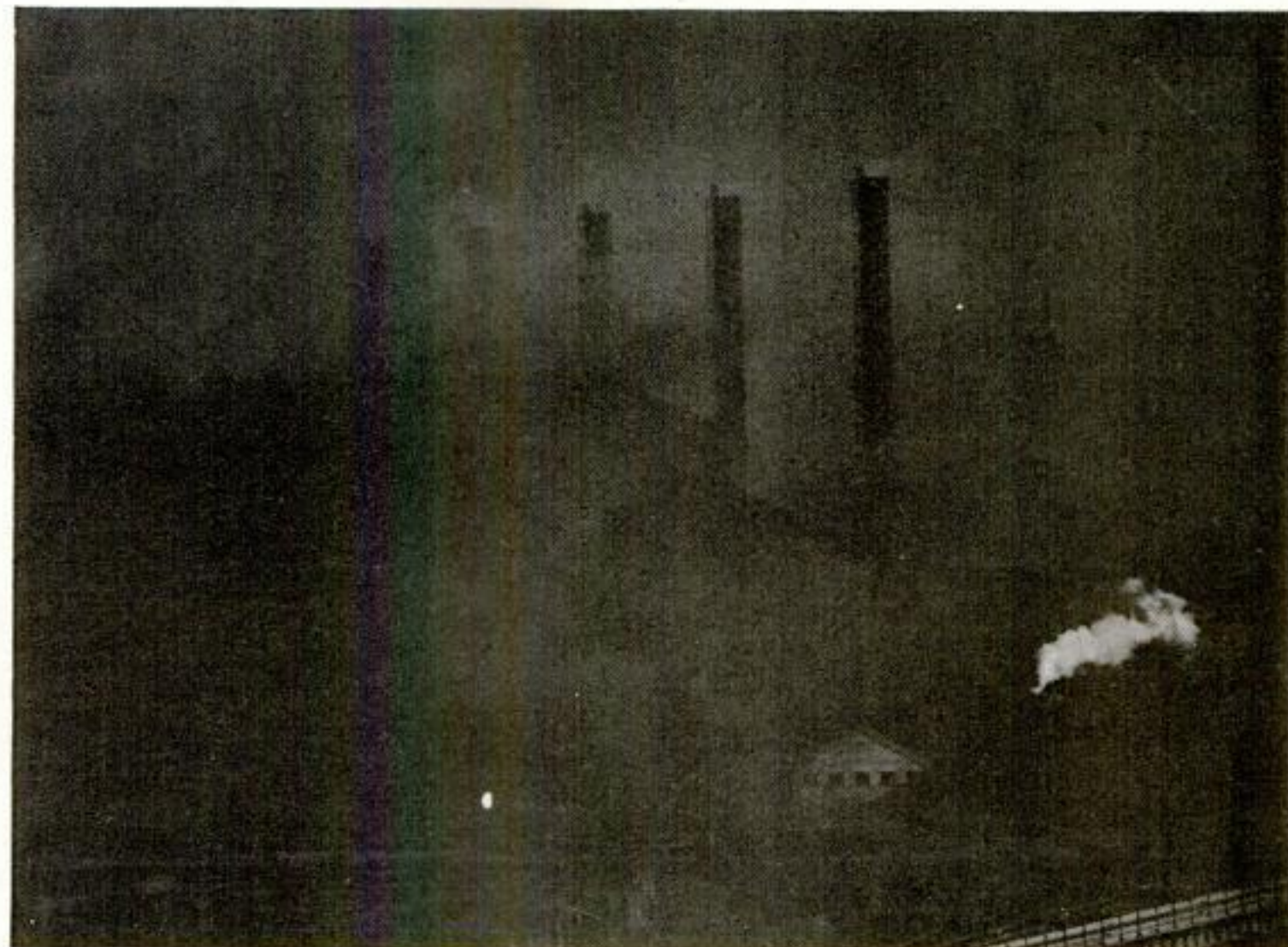
Yard engines like the one above keep constantly on the move during smokeout test or actual raid. Each engine carries supply of oil which fireman pours on his hot coals when alarm is given.



HALF HOUR AFTER TEST BEGINS ENORMOUS BILLOWS OF BLACK SMOKE ENGULF PLANT AND SURROUNDING YARDS. DIVE-BOMBING HERE WOULD BE MATTER OF SHEER GUESSWORK



A few minutes after smokeout begins, this part of the plant is wrapped in evening gloom. Anti-aircraft gunners, ringing plant at a distance of several miles, would not be affected by smoke.



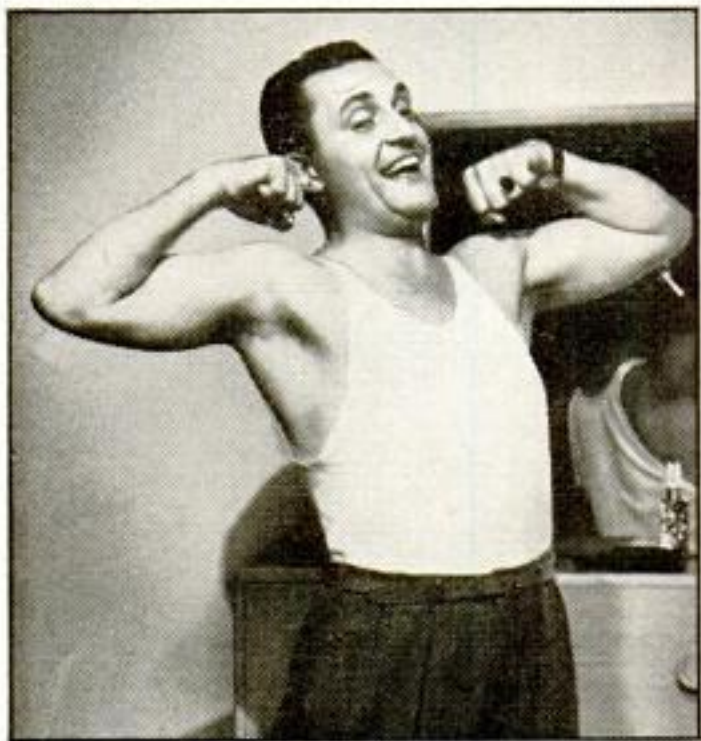
An ideal smokeout should look like this. Scene is same as shown in the two photographs at left. The chunky yard engine has disappeared, but a small spurt of steam still comes from one stack.



WORN OUT? Lack of Vitamin "C" can make a man listless, tired, all "worn-out" before night. Aching bones, too, are often a sign of low Vitamin "C". A glass of canned grapefruit juice, morning and night, supplies *plenty* of "C".



NERVES FRAYED? If a man comes home tired, worn-out, run-down because he lacks Vitamin "C", he's a poor companion for his wife. Her life becomes all work and no play. She may become irritable, nervous, unhappy. Balanced diet, with plenty of "C", can avoid these troubles.



WANT VIGOR? Business men especially should try the new 21-day High-Vitamin-"C" plan. Drink grapefruit juice twice daily for 21 days, then see how much more vigorous, vital and peppy you feel!

REDUCING? Most all reducing diets ➔ provide plenty of grapefruit juice. You get lots of Vitamin "C", and also B₁ to help burn fats and carbohydrates, giving energy without adding fattening substances.



Capt. A. Beall Fitzgerald, "million-mile" pilot, and Stewardess Hilda Jane Young, both with American Airlines, drink grapefruit juice *daily*.

Plenty of citrus fruits and juices . . . an absolute necessity for air pilots . . . who *must* keep in top physical shape! Vitamin "C" is essential to strong blood vessels, good circulation, and recuperative powers.

How to Hold Youth and Retard Old Age!

Millions of people—science now knows—are tired, run-down, listless . . . losing their youth, buoyancy and vitality . . . because of unbalanced diets. A lack of Vitamin "C" can make you feel old . . . years before your time!

YOU'VE probably heard the word "scurvy" . . . and thought of it as some archaic disease of the plague-ridden East!

Yet doctors now *know* this same disease is common in "subclinical" or mild form throughout the United States—among rich and poor—despite our high standards of living! And it is caused by a lack of Vitamin "C".

What are the Symptoms?

Aching bones, flesh that turns black-and-blue easily, soft bleeding gums, frequent colds, that awful tired feeling that comes before the day is half over . . . these are the first signs that you are NOT getting enough Vitamin "C".

"Nearly three-quarters of the American people suffer such vitamin deficiencies and don't know it"—say government authorities.

How to Get Enough Vitamin "C"

Only a few foods contain *enough* Vitamin "C". Most of these have to be cooked, and cooking

so often destroys this vital vitamin. Common colds, overwork, too much alcohol . . . all rob the system of it. The body *WON'T* store it. You *must* replace it every day.

And canned Florida grapefruit juice gives you more Vitamin "C" for your money than any non-citrus juice! For instance, there's *two to three times* more Vitamin "C" in 10¢ worth of Florida grapefruit juice than in 10¢ worth of tomato or pineapple juice!

Plenty of "C" for a few Cents!

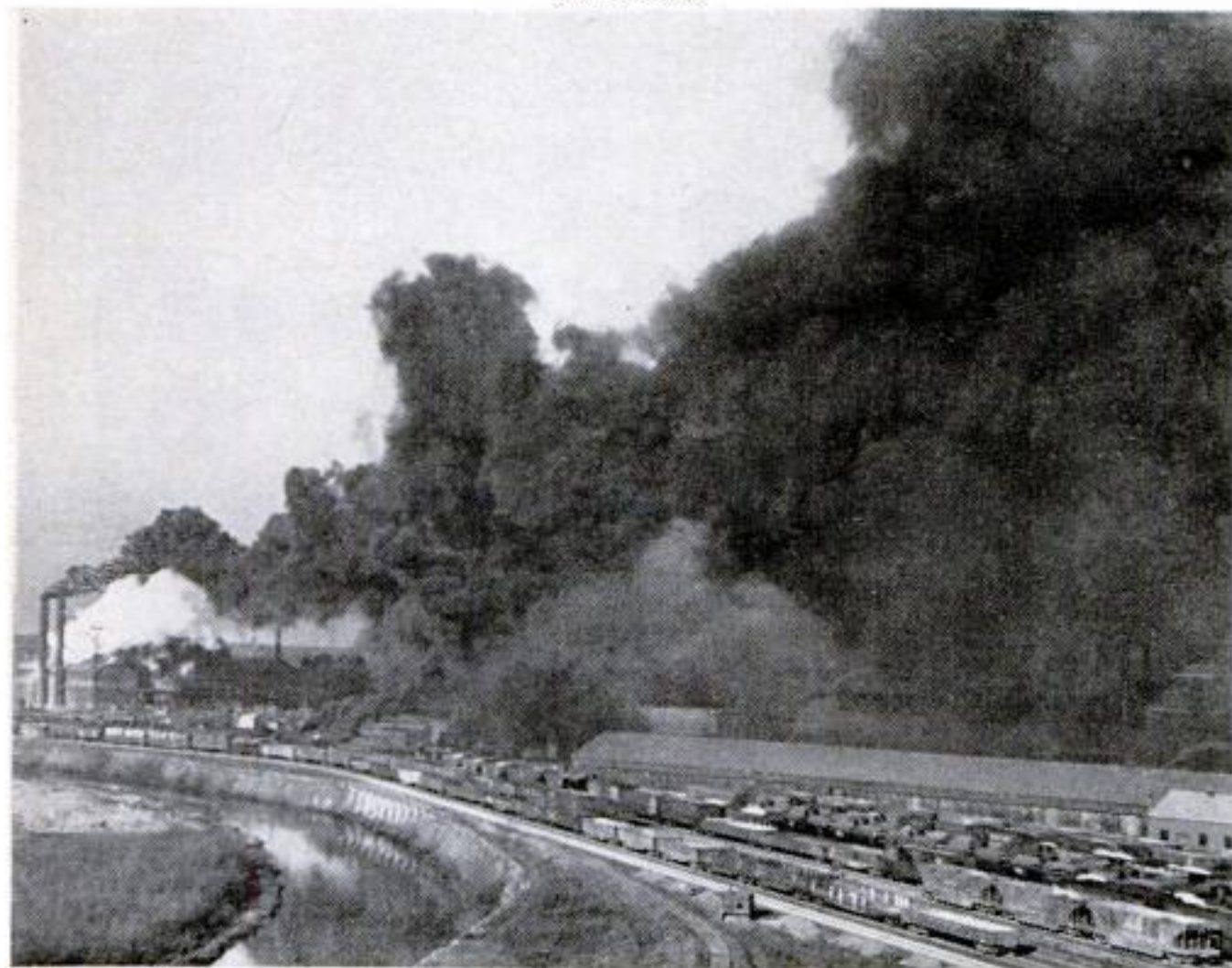
Canned Florida grapefruit juice supplies so much Vitamin "C" for so little money that everyone can get all the natural Vitamin "C" they need . . . just by drinking a glass or two a day. For buoyant health and plenty of Vitamin "C", drink 2 glasses daily for 21 days. Try this 21-day, High-Vitamin-"C" plan . . . and see how much better and younger and peppier you feel. If *you* weren't getting enough Vitamin "C" before, this 21-day plan will make you feel years younger!

MORE VITAMIN "C" . . . FOR LESS MONEY . . . THIS NATURAL WAY!

FLORIDA *Grapefruit Juice* **IN CANS**

SPEAKING OF PICTURES

(continued)



Factory chimneys supply largest part of the smokeout. Exact formula used to produce smoke is military secret. Wet coal, tar and oil were among the materials used.



Yard engines mix smudgy black smoke with hissing clouds of hot steam, to spread the smokeout fast. Engines and smudge pots can be shifted about as wind changes.

A trying day for Bill



BILL NEEDS A LAXATIVE: but he's on jury duty at 10.

Afraid to risk interruption, Bill decides: "I won't take anything till tonight." He doesn't know about Sal Hepatica.



BILL HAS A TOUGH TIME, unable to concentrate. He's thoroughly uncomfortable through trying hours.

"Never put in such a day in my life," says Bill, as he gets home that night.

A great day for George!



GEORGE NEEDS A LAXATIVE: he's on jury duty, too. But Mrs. George knows that Sal Hepatica acts fast.

"Never put off till tonight the laxative you should take this morning," says she.



SAL HEPATICA acts so promptly, George is able to give undivided attention when he gets to the court room.

He is appointed foreman of the jury and has a fine day.

Whenever you need a laxative —take gentle, *speedy* Sal Hepatica

WHEN YOU WAKE UP needing a laxative, don't delay because you have a busy morning ahead. Take gentle, speedy Sal Hepatica!

Within an hour you're usually relieved. Sal Hepatica acts quickly—by attracting helpful liquid bulk to the intestinal tract. There's no discomfort or griping.



Sal Hepatica helps counteract excess gastric acidity, too; helps turn a sour stomach sweet again.

No wonder 3 out of 5 doctors, recently

interviewed, recommend this sparkling saline. Try it, next time you need a laxative!



SAL HEPATICA

"TIME TO SMILE!" Tune in **EDDIE CANTOR**—Wednesdays at 9 P. M., E. S. T.
Product of Bristol-Myers

Here they are!...

more thriftily

WE'LL TELL YOU ABOUT SIZES AND CARE AND OTHER THINGS THAT **SAVE YOUR MONEY!**

WE'LL TELL YOU THE **DIFFERENCE** BETWEEN PERCALE AND MUSLIN!

WE'LL TELL YOU HOW MUCH **WEAR AND TEAR** SHEETS STAND!

Lady Pepperell
SERVICE WEIGHT SHEET

Lady Pepperell
PERCALE SHEET

All the helpful, money-saving facts about Lady Pepperell Sheets come to life on the new Pepperell Buy-Guides . . . facts that will help you select sheets for your needs with all the shrewdness of an expert.

to help you buy sheets than ever before!

With every Pepperell sheet is a new, amazingly complete, simply written informative label — that puts every important sheet fact right at your fingertips. Read the biggest news in 50 years of sheet-shopping . . .



A 3" x 9" Encyclopedia of Sheet Information—Pepperell's new Buy-Guide hailed as most complete guide to sheet quality and care ever developed!

- **Ladies**, meet the newest members of the Pepperell family . . . the Pepperell *Buy-Guides*!
- They've come to give you new confidence when you shop for sheets. They've come to save you money. To save you time. To suggest even how many sheets you can use. And to tell you how to take care of sheets effectively, economically.
- They'll make "thread count" as easily understood as a first-grade lesson . . . so you'll know exactly how sturdy or how smooth and fine your Pepperell sheet is.
- They'll make "tensile strength"—which tells you how to judge the wear and tear a sheet will stand—as easy as spelling c-a-t.
- They'll give you sheet weights, too, and tell you what they mean . . . so you'll know which sheet's a husky, and which is designed for the luxury complex!
- They'll make better-value sheet-shopping as sure as a compass points north!

And that's not the half of it!

No more White Sale marathons! No more buying of "bargain" sheets, that are gone with

the wind after all-too-few tubbings! No more weary hours of comparison shopping!



Now, with one good look at the *Buy-Guides*, you have all the facts you need to make sheet-value comparisons . . . to decide which grade of Pepperell sheet is right for *you*, without leaving the Pepperell counter!

Do you need sheets that will stand the gaff of the children's bedtime romps? Look at Lady Pepperell Service Weights, 146 threads to the square inch (after bleaching), and as fine and durable as the long-staple American cotton that goes into them.

Do you want smooth-as-cream sheets for your guest rooms . . . and for your own luxurious comfort? Inspect Lady Pepperell Percales . . . 185 threads to each soft square inch (after bleaching), and so light you save dollars on laundry bills at pound rates.

But whatever your requirements are, the new



Pepperell *Buy-Guides* will simplify your sheet-shopping and your sheet budget.

SO DON'T FORGET! Go to the store featuring Lady Pepperell Sheets, and ask the salesgirl to show you those famous sheets and their new *Buy-Guides*. They'll change your sheet-shopping ideas completely — *for the better!*

FOR DEFENSE — Hundreds of thousands of sturdy sheets for the men in the Army . . . millions more yards of other textiles necessary to the Defense Program . . . that's Pepperell's share, to date, in national preparedness! Night and day, Pepperell mills work on huge government orders . . . proud of their role in preserving the America they have served since 1844!

Pepperell Manufacturing Company, 160 State Street, Boston, Mass.



LADY PEPPERELL SHEETS

Percale and Service Weight

MacDuff takes a puff by O. Soglow



Never fear, MacDuff consoles,
You needn't scream and bawl so.
Kentucky Club, like totem poles,
Is wholly bite-less also.
I'm stating facts, my boy, not jokes,
You'd better try and note 'em.
Its all-white burley gives you smokes
As docile as a totem.

The burley's "white"
... it won't bite!



(No better is known
for rollin'-your-own)

PENN TOBACCO CO., WILKES-BARRE, PA.



—SAYS "OLD SARGE"

I LEARNED about worms early. Got 'em from my Mother. And they nearly got me—till the Boss cleared 'em out with Sergeant's Puppy Capsules.

My orders for pup recruits are: Puppy Capsules for protection. And for old-timers: Sergeant's SURE SHOT Capsules when the first symptoms show. "Blitz" worms quick—and you've got 'em licked!

Get Sergeant's Dog Medicines at drug and pet stores—and a free Sergeant's Dog Book, too!

SERGEANT'S, Dept. 3-A, Richmond, Va.
Please send me a free, 40-page, illustrated Sergeant's Dog Book.

Name _____
Address _____
City _____ State _____



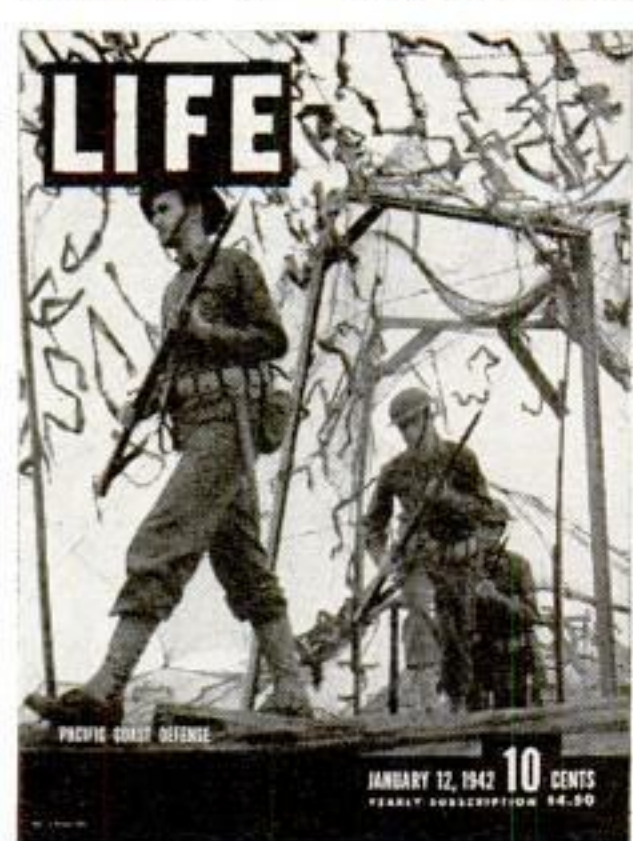
CALIFORNIA'S

Taste
Treat



5¢ THE FOUNTAIN FAVORITE FOR YEARS

LIFE'S COVER



American soldiers last week were serious about the art of camouflage. In the Philippines improper concealment of men or guns meant death. On the Pacific Coast, which daily expected Japanese raids, all gun positions, personnel and planes were carefully hidden from air observation. This week's cover shows three American soldiers, serious and tough, walking under the camouflage which hides their big coastal gun. For more on these guns which help the U. S. Army protect the Pacific Coast, see pages 65-72.

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"THAT STUFFED-UP NOSE YOU HAD LAST NIGHT SURE WAS A PIP! NEVER THOUGHT YOU'D BE ON THE JOB TONIGHT."

"NEITHER DID I BUT I USED MISTOL*"

*MISTOL DROPS WITH EPHEDRINE

FOR PEOPLE WHO ARE SUFFERING THE DISCOMFORTS OF A HEAD COLD

Guaranteed by Good Housekeeping

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Brush Away GRAY HAIR

.. and look 10 YEARS YOUNGER

Now at home, you can quickly and easily tint tell-tale streaks of gray to natural-looking shades—from lightest blonde to darkest black. Brownatone and a small brush does it—or your money back. Used for 30 years by thousands of women (men, too)—Brownatone is guaranteed harmless. No skin test needed, active coloring agent is purely vegetable. Cannot affect waving of hair. Lasting—does not wash out. Just brush or comb it in. One application imparts desired color. Simply retouch as new gray appears. Easy to prove by tinting a test lock of your hair. Retain your youthful charm. Get BROWNATONE today. 60¢ at all drug stores—on a money-back guarantee, or—

Send for FREE TEST BOTTLE

The Kenton Pharmacal Co. 712 Brownatone Bldg., Covington, Kentucky

Without obligation, please send me, free and post-paid, Test Bottle of BROWNATONE and interesting illustrated booklet. Check shade wanted.

☐ Blonde to Medium Brown ☐ Dark Brown to Black

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LIFE'S PICTURES

Keith Dennison, who took the pictures of the wedding of Tse-an Soong, youngest brother of Mme Chiang Kai-shek, on pages 86-89, uses a half-dozen other cameras besides this Speed Graphic. Working on the Oakland Tribune, Dennison has won acclaim for exceptional spot-news pictures, including the sequence in which Tommy Harmon, Michigan's great halfback, was tackled by a California fan (LIFE, Oct. 14, 1940). Dennison, now 42, served in the last War on the recently sunk U.S.S. Arizona.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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HOW I RETIRED ON A LIFE INCOME OF \$150 A MONTH

To men of 40 who want to retire in 15 years

"FIFTEEN years ago I made a discovery that changed my life. I believe it will interest you.

"At that time, I was worried about myself and my future. I seemed to be living in a circle. I used to dream of being able to relax and enjoy life, without money worries. I longed for security.

"But dreams like that seemed hopeless. I wasn't rich. I probably never would be. Like millions of others, I would simply live and work and die—spend a lifetime making ends meet.

"But that was 15 years ago. Now I have retired on a life income. I have no business worries—my security is guaranteed. I can work or play, as I like. Each month the postman hands me a check for \$150 and I know that I will receive another \$150 every month as long as I live.

Here's What Happened

"My friends are envious. They want to know how it was possible. How, without being rich, I ever managed to retire on a life income. The answer is simple: When I was 40, I discovered the Phoenix Mutual Retirement Income Plan.

"The minute I read about this Plan I realized it was just what I needed. It showed me how to get an income for life beginning in 15 years. It showed me how to get immediate protection for my family in case I did not live until then. It even included a disability income for me if, before age 55, total disability stopped my earning power for six months or more.

"Best of all, the cost of this Plan was within reason. In fact, the Plan called for far less money than ordinary investment methods would require to get the same income.

"Today, at the comparatively early age of 55, I have the things I want—life-long security and freedom to do as I please. I can laugh at the worries that used to haunt me. With an income of \$150 guaranteed me for life, I can be sure of comfort and happiness in the years ahead."

This story is typical. Wouldn't you like to make sure of your own future?



Wouldn't you like to find out, for yourself, how the Phoenix Mutual Plan works? You can get the facts, without obligation, by sending for the booklet offered below.

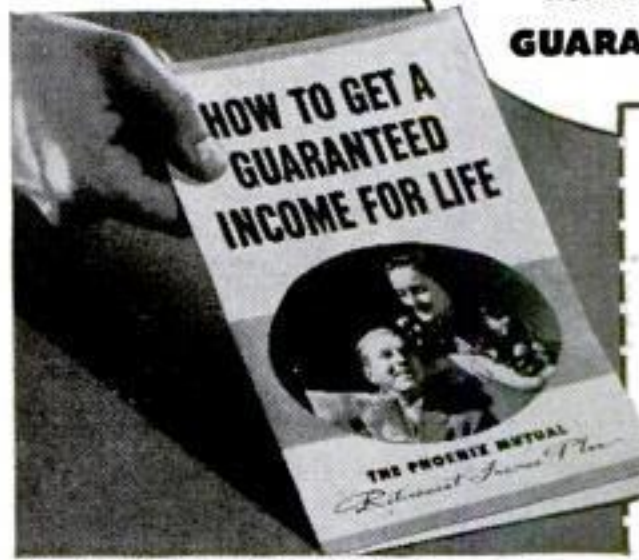
Send for Free Booklet

Send the coupon and you will receive, by mail and without charge, a booklet which tells about the Phoenix Mutual Plan and how to qualify for it. This booklet explains how to get a life income of \$10 to \$200 a month or more, starting at age 55, 60, 65 or 70. It shows how the Plan can protect you against emergencies, and how you can fit the Plan to your own needs. Don't put it off. Send the coupon for your copy now.



PHOENIX MUTUAL

Retirement Income Plan
GUARANTEES YOUR FUTURE



PHOENIX MUTUAL LIFE INSURANCE COMPANY
512 Elm St., Hartford, Conn.

Please mail me, without cost or obligation, your 32-page illustrated book showing how to get a guaranteed income for life, beginning at 55, 60, 65, or 70.

Name _____
Date of Birth _____
Business Address _____
Home Address _____

Copr. 1942, by Phoenix Mutual Life Insurance Company

★ ORDER OF THE DAY



Howard's Sandwich Shop, Portsmouth, Va., gets the big call when Uncle Sam's fighting ships dock at nearby Norfolk Navy Yard. Officers and crew head for this popular spot where hearty, nourishing Heinz Soups are the favorite orders of the day. Speedy two-minute service plus Heinz tempting, real home-style flavor make a big hit here with service men, defense workers and

civilians, as they do with people all over the country. Cooked the careful, small-batch way to coax out all the delectable flavors of choice ingredients called for by old-fashioned recipes... and served in a jiffy from convenient Heinz Soup Kitchens in restaurants everywhere... it's little wonder Heinz Home-style Soups have won fame and favor from coast-to-coast.



One of the busiest stores in Palm Springs, Cal., is Plaza Drug, numbering many notables of the smart movie colony among its regular patrons. More than 1800 bowls of Heinz Soup are served here each month during the winter season. In fact, the proprietor reports that since installing a Heinz Electric Soup Kitchen, the fountain and dinner business has doubled!

57

FROM Maine's coast to the sun-bathed beaches of California, steaming bowls of Heinz Home-style Soups are fast becoming the popular order of the day. For wise proprietors of the country's favorite eating places—restaurants de luxe or modest roadside stands—are learning the great convenience (both to themselves and their patrons) of Heinz Soup Kitchens. These swift and silent servants prepare a delicious bowl of your favorite Heinz Soup in two minutes flat... as you watch. Ask for Heinz Soup at your local eating place... and enjoy the same home-style quality you are used to at home.



Popular Miami Beach boasts a new and attractive club on the sands of the Atlantic—Cromwell Hotel's Shore Club. Here 600 or 700 persons per day enjoy excellent meals and beach snacks served by neat and natty bus boys. Naturally, with ocean breezes to stir up appetites, Heinz Home-style Soups are the big favorite!



Duluth, Minnesota's, folks-in-the-know gather at Jack's Cafe for sizzling steak-and-fish dinners... start off right with home-style soups by Heinz. After just two minutes heating in a convenient Heinz Soup Kitchen, these delicious favorites yield their full, rich, deep-down flavor. Similar soup kitchens are found in most popular restaurants throughout the country.



A Soda Bar like a night club was the aim of youthful founders June Robert and Ann Fulgham. So started Cleveland's B & A Soda Bar (pictured above)... with a five-piece swing band and 10c cover charge. Only difference is—sodas, soft drinks and delicious, nourishing Heinz Home-style Soups are the featured items. Note the always-present Heinz Electric Soup Kitchen.



WINTER IN RUSSIA: 2 FT. OF NOVEMBER SNOW ALREADY HALF-COVERS ABANDONED EQUIPMENT AND NORTHERN BLIZZARDS WHISTLE THROUGH THE SHADY RUSSIAN FIRS

RUSSIAN COURAGE AND COLD ROUT THE NAZIS

Manila fell to the enemy on Jan. 2 and the sensation of defeat settled for the second time in the pit of American stomachs. To help digest this cold news came great good tidings from the other side of the world. On the day Manila fell, Adolf Hitler was speeding to the Russian front to try to halt the retreat of his armies back across the white hell of Russia. No longer in a position to glimpse the tantalizing towers of the Kremlin, he now stopped at Smolensk. He was reported to be building three lines of fortifications between Minsk and Berlin as rolling attacks of the Russians exploded all along his front. The greatest army the world had ever seen was in full retreat and seemed to be marching into its own past, like a movie run backward, as the place-names of last fall's German victories re-appeared as this winter's German defeats: Kerch (taken by Nazis Nov. 16), Kursk (Nov. 1), Tula (Oct. 31), Taganrog (Oct. 22), Mozhaisk (Oct. 17), Kaluga (Oct. 12).

Though the Red Army had been helped by the worst winter in 20 years, the larger fact was that it

had simply outfought the German Army. The real saviors of Moscow were the men who had battled to the death all across Russia and bought with their lives a little precious time and space for their country. Slowly they whittled down the effective German Army of 1941 from 300 to 200 to 150 to close to 125 divisions. Meanwhile the Russian generals refused to panic, kept reserves intact, hoarded their strength and coolly mastered the German lessons of maneuver.

At last, in November, the Russians began to hit back. They first sensed a soft spot in the north and freed the railway lines to Leningrad. Next, Timoshenko in the south discovered that Hitler had withdrawn German divisions from the Rostov area to assist in the taking of Moscow. The Germans wrongly considered Timoshenko's force so shattered by the defeats of October that it could only reel and fall. Instead, Timoshenko tempted Kleist into Rostov and then smote him on the flank. Panic-stricken, the Germans realized they needed troops on three fronts at once. They began shuttling reserves around in a

frenzy. Finally, on Dec. 7, the same day as Pearl Harbor, the German center facing Moscow began to sway back. General Zhukov thereupon struck with all he had saved, a winter army of half a million men.

The German retreat began with majestic competence, its rear guards fighting stubbornly. But with the loss of Kaluga, Mozhaisk and the destruction of six army corps, it became something never planned in Berlin. "Battles are won with the remnants of armies," and the Russians had the best remnants.

The great Red Army, which withstood such stunning shocks, is a mystery to most Americans. The Russians have understandably been reluctant to spill their secrets to the talkative experts of the democracies. On the following pages are some of the first pictures released of the Russians in action and of captured German material.

Yet the Russians themselves warn their Allies that they are not happy about the possibility of a German offensive next spring. They desperately need tanks and machine tools from U. S. and British plants.



THE FIFTY DIVISIONS OF RUSSIAN CAVALRY HELPED TO OUTMANEUVER THE GERMANS, NOTABLY AROUND ROSTOV, AND RAKED AT THE GERMAN RETREAT ALONG THE SEA OF AZOV



Russian supply wagon, behind cover of a small ridge, unloads machine-gun ammunition at the fighting front. It is taken to the men in the foxhole who in turn will pass it to the gun crew whose heads can be seen in the background, changing position during a lull in the battle. Machine-gun fire is generally used to lay a fixed barrage.

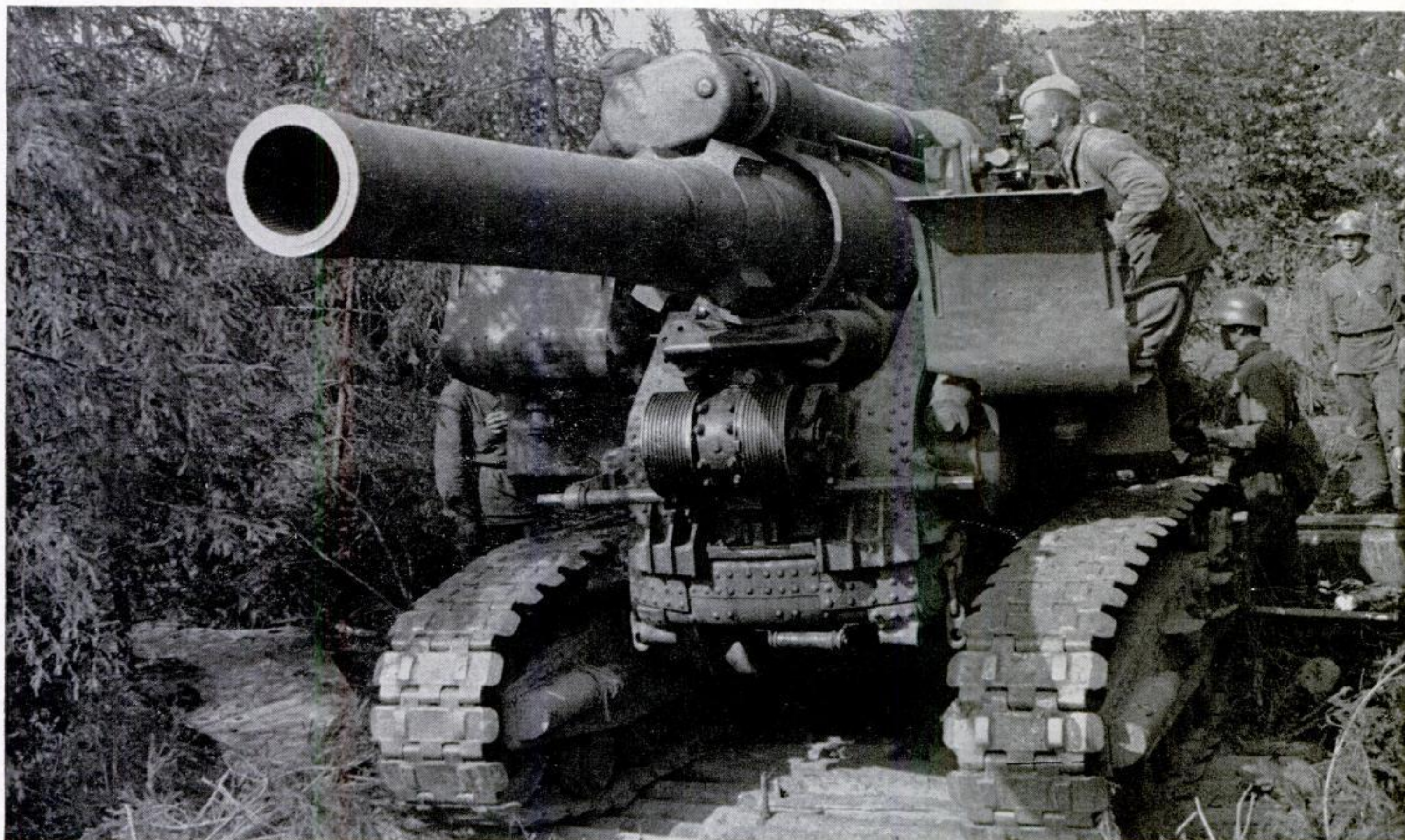
Company commander (*pointing*) shows platoon commanders where he wants them to take up new positions. One heavy machine-gun platoon is loading its weapon into truck. Note that some men carry semi-automatic rifles. Other heavy machine-gun truck has begun to roll. At left: a trench mortar squad moves into position.



AND THE FIGHTING KNOW-HOW OF MODERN WAR

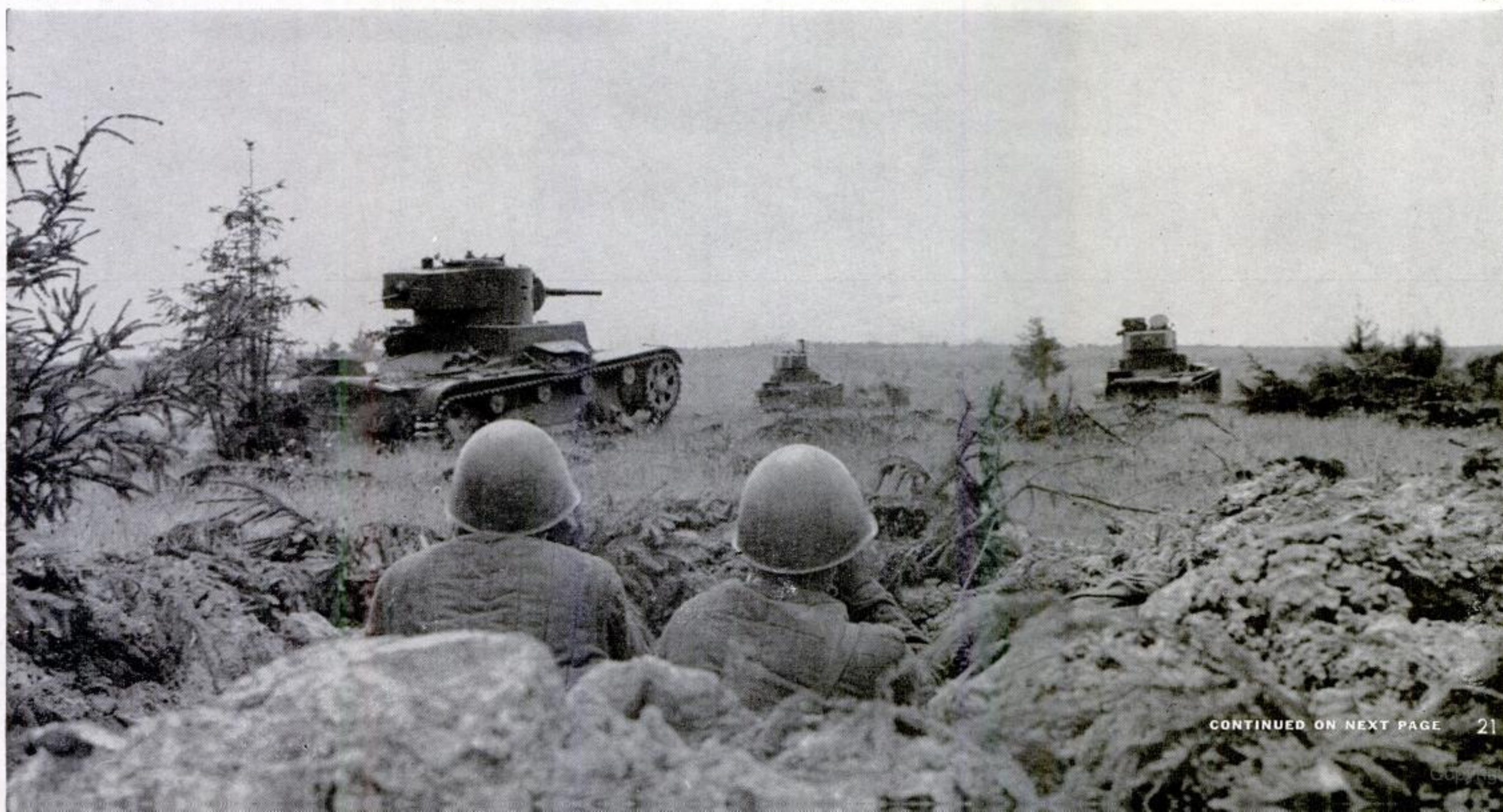


IN DAYTIME THEY WERE ABLE TO HIDE IN THE INNUMERABLE RUSSIAN FORESTS. THEY CONCENTRATED MUCH FASTER THAN GERMANS, DID ACTUAL FIGHTING DISMOUNTED



↑ **Heavy artillery** and a lot of it was part of the key to Russian victory. Here the gunner, who has removed his helmet for convenience, sights a tractor-drawn 8-in. mortar stationed on a log corduroy. The U. S. has nothing resembling it. Notice the massive, simple and efficient workmanship and the gun's turning gear below the barrel.

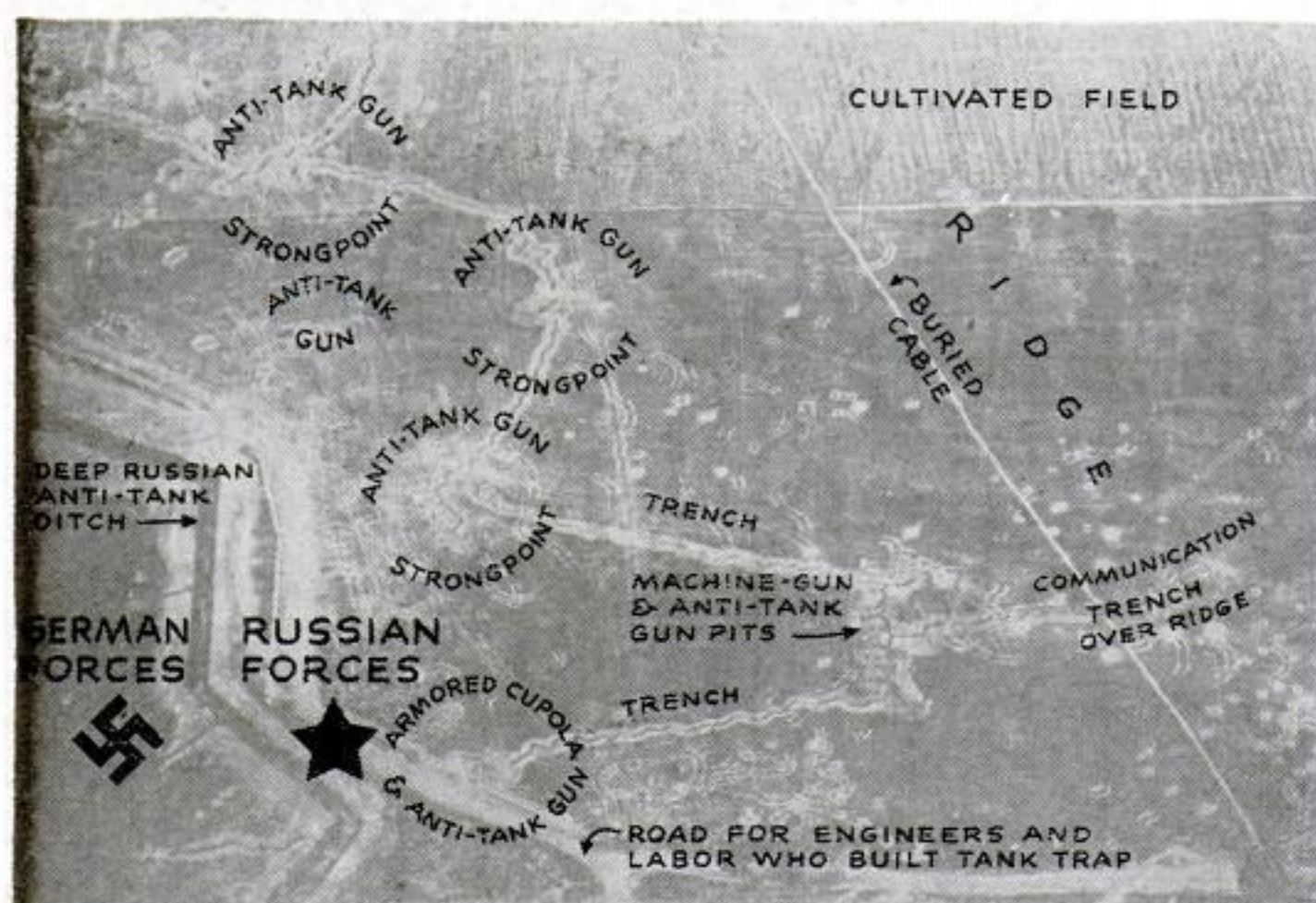
A platoon of veteran tanks, of the same Russian Vickers 8-ton type used in Spain, Mongolia, China, Finland, goes out to battle the Germans. Russians do not mind using old matériel, if they have a lot of it. Their big cannon first revolutionized tank building in the Spanish Civil War. Commanders watch from a foxhole to see what happens. ↓



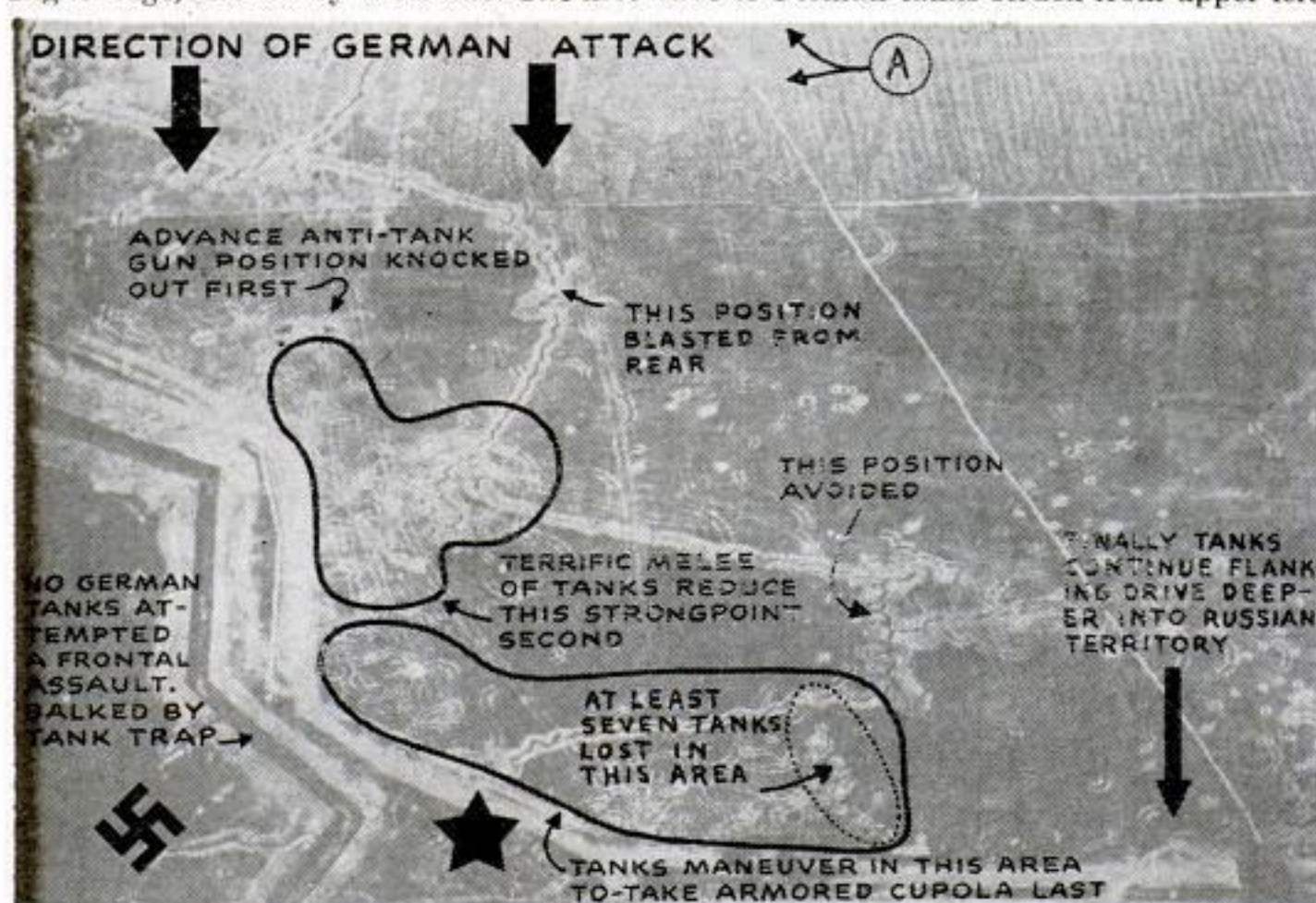
AIRVIEW OF BATTLEFIELD SHOWS COUNTERMOVES OF TWO FIERCE COMBATANTS

The most dramatic proof of how the Red Army eventually stopped the German Army can be seen in the great aerial picture below. With a little help, it can be read to show the course of a battle, just as a woodsman reads the tracks of animals in the forest. It is analyzed in the diagrams at left. Easy enough to spot are the tank ditch and the zigzag pattern of trenches. The parallel lines are German tank tracks. They grow deep and sharp wherever the tank turned, or stopped to

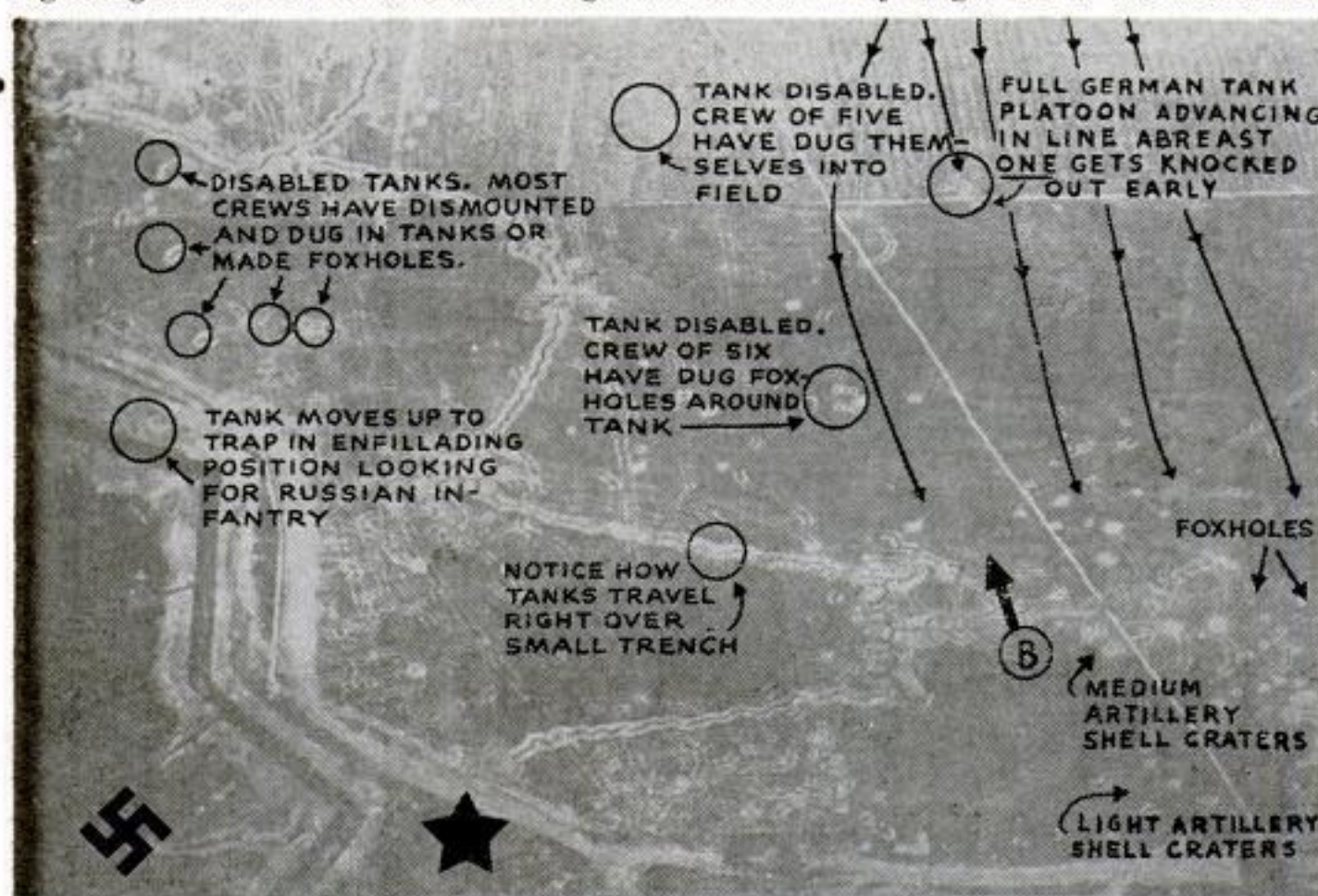
fire and started again. They were mainly firing at the Russian anti-tank gun positions and strong points, less often at entrenched Russian infantry. Try following one set of tank tracks from beginning to end and guess why it did what it did. The peak of the melee centers around the anti-tank gun position at the left of the picture, which apparently could not be taken from the rear. Afterwards, the tank tracks roll victoriously across it toward the deeper positions. The tank tracks



Before the battle, the Germans diagnosed Russian positions as impervious to direct assault. Behind the anti-tank ditch (left), which is about 16 ft. wide, the Russians had three anti-tank gun strongpoints in a triangle, plus armored cupola (bottom) and trenches. The fact that the trench fades out at the extreme right shows it has reached cover behind a slight ridge, marked by cable line. The first wave of German tanks struck from upper left.



German tank attack sweeps down from the flank. Parallel lines of tank tracks, 8 ft. wide, cross upper trenches, head first for the anti-tank guns at the upper left. Here about seven tanks are knocked out. Some dig in, shown by the oval splotches. Follow tank track (A) moving from right to left along upper edge. The white blobs mark Russian shells bursting along its course until the tank dodges and circles wildly to get out of the line of fire.



Closer study shows mortal details of the battle. Indicated at top and center are three disabled tanks whose crews dug neat little patterns of round foxholes, similar to those at the far right hastily dug by the Russians during flanking attack to protect entrance to trench. On the tank track marked (B), notice that each time its trail grows sharp, the tank has stopped to shoot up Russians in foxhole ahead. Sometimes it just runs over the Russians.



down the center of the picture were apparently taking the top position in rear.

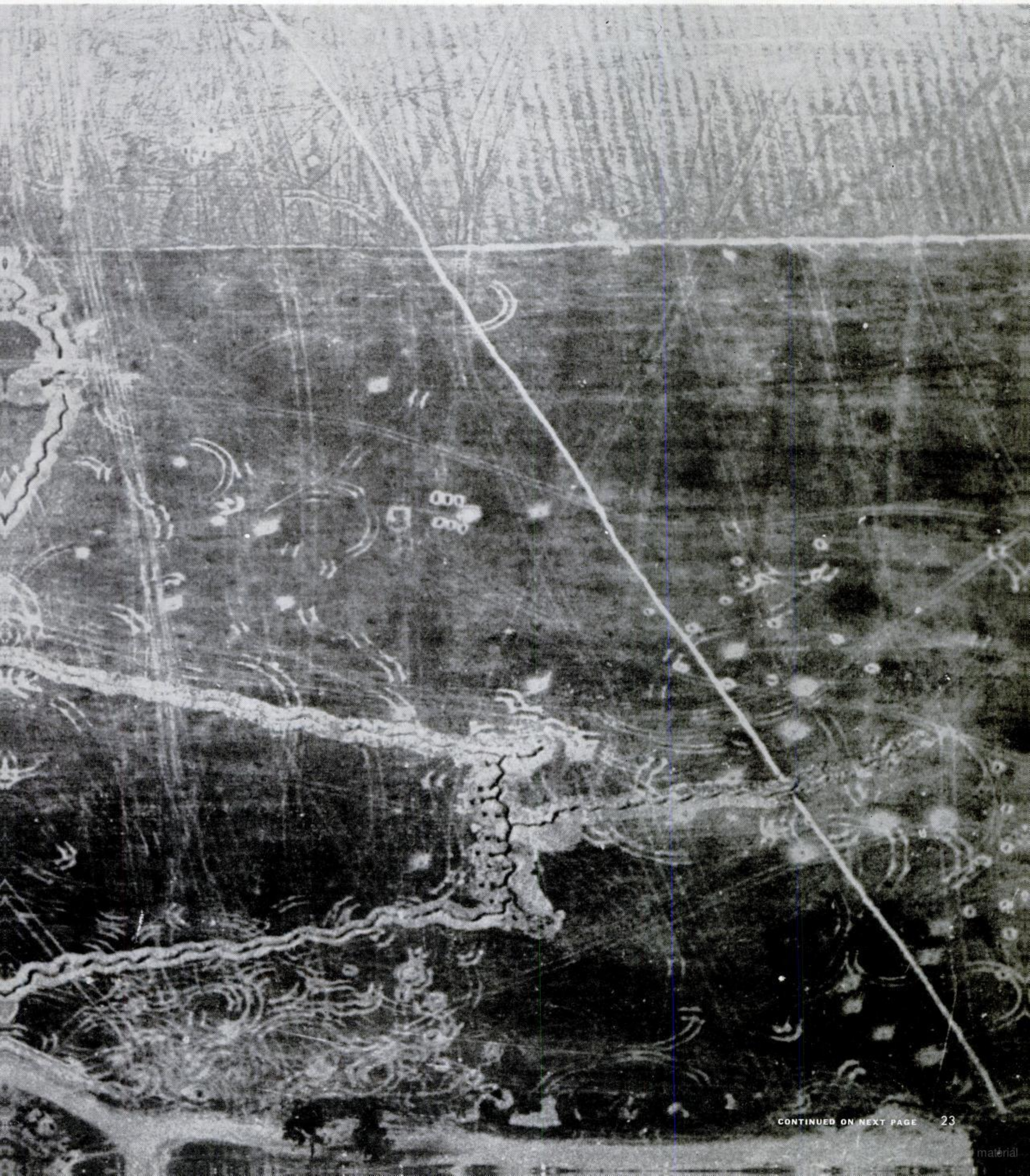
The fuzzy white scars are made by Russian shells. The neat white circles are foxholes dug by both sides under fire. Given these clues, the careers of individual tanks can be worked out, as shown in the examples picked out at lower left. About 100 German tanks delivered the assault, of which 13 were hard hit, chiefly in the melees at left and bottom.

Most striking lesson in this picture is the stamina of the Russians in their positions. They apparently fought to the last man. Certainly they lost the position, but they got a high price for it. They were well-armed with anti-tank guns and machine guns.

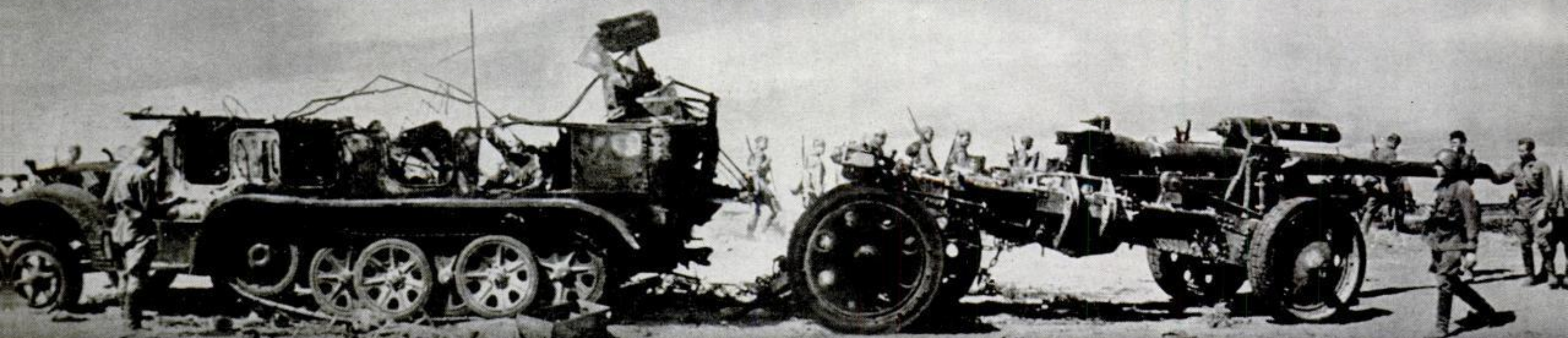
There is an astonishing absence of air bombing. Dive bombers might have flattened the edges of the ditch to permit direct crossing by tanks, might have knocked out the armored cupola. But here the cost in

planes and crews against Russian fighters and anti-aircraft would not have been worth the results.

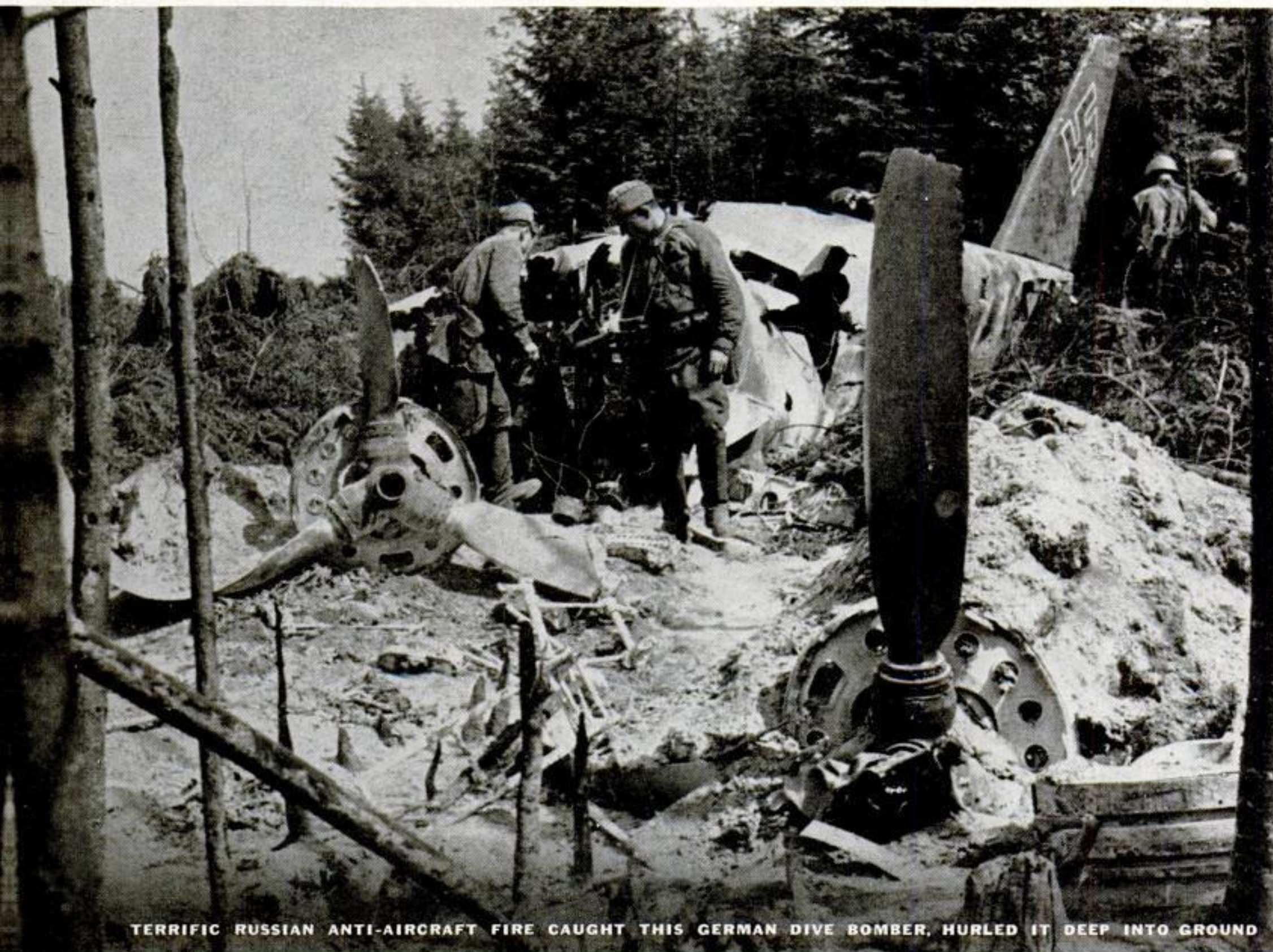
Such entrenchment as this was true of only small segments of the Russian front. As the war progressed, the Russians learned from the Germans how to maneuver. The war became more and more a series of narrow pushes along the roads, slippery circular thrusts for key positions such as this one. Toward the end, the Russian generals were outmaneuvering the German.



THE RUSSIAN ARMIES SMASHED AND CAPTURED THESE GOOD GERMAN ARMY WEAPONS



HEAVY RUSSIAN BOMBING KNOCKED OUT THIS GERMAN 105-MM. GUN AND ITS HALF-TRACK TRACTOR WHILE IT WAS ROLLING INTO POSITION. THE GERMANS THEN ABANDONED IT



TERRIFIC RUSSIAN ANTI-AIRCRAFT FIRE CAUGHT THIS GERMAN DIVE BOMBER, HURLED IT DEEP INTO GROUND



FOUR GERMAN ANTI-TANK GUNS (37-MM.) ARE LINED



24
RUSSIANS CAPTURE INTACT NEW, LOW-SLUNG GERMAN ANTI-TANK GUN (50-MM.) WITH SHELLS AND MUZZLE BRAKE



RUSSIANS PULL OUT OF A CAPTURED GERMAN MEDIUM



FOUR GERMAN 105-MM. HOWITZERS WERE AMBUSHED BY RUSSIAN TANKS. GERMANS FORMED HOLLOW SQUARE BUT BIG RUSSIAN TANK RAN SQUARELY OVER HOWITZER AT RIGHT



UP BY THE RUSSIANS. THEY HAVE CONTINENTAL TIRES



TANK RUSSIAN LOOT THE GERMAN CREW HAD PICKED UP



RUSSIANS INSPECT 75-MM. INFANTRY HOWITZERS, ANTI-TANK GUN (LEFT) AND BIG 150-MM. HOWITZERS (REAR)

LIFE ON THE NEWSFRONTS OF THE WORLD

Manila and Cavite fall to the Japs as Wavell takes supreme command in Southwest Pacific



WAVELL

Manila fell on Jan. 2. Forty-four years after Dewey and Merritt, Japanese troops entered the undefended city of 625,000. Shortly before the U. S. Asiatic Fleet had evacuated Cavite. After "scorching" the military installations to the earth, it left the ruins of its once-great base to the invaders and headed apparently for Singapore or

the Netherlands Indies. Thus ended a bitter week, second in recent American history only to Pearl Harbor.

In 27 days the Japanese had overrun almost all of Luzon. The American-Filipino army of General Douglas MacArthur was in rugged retreat. His forces were outnumbered, out-equipped. Americans with rifles tried desperately to drive Jap planes from the skies. U. S.-Filipino cavalry bravely charged at Jap tanks.

In a skilful withdrawal, the southern part of General MacArthur's army crossed Manila Bay in transports and barges and joined the main force northwest of Manila on Bataan Peninsula. In this mountainous area, protected in part by the great coastal guns of Corregidor and the other three fortified islands that guard the entrance to Manila Bay, the Americans and their loyal Filipino allies prepared to battle to the end. So long as Corregidor holds out, the Japs cannot use Manila harbor. The Japs therefore began pounding Corregidor with a vengeance. For more than five hours 60 enemy planes banged away at the five-mile long rock. Said a U. S. communique after the raid: "There was no material damage."

Possibly because the public does not yet sense how much is at stake, these defeats were taken in stride. In some Washington quarters, however, there was verbal sniping at General MacArthur for the way in which he allegedly lost many of his available planes while they were still on the ground. Secretary of War Stimson rushed to the General's defense. Sharply he ridiculed reports that the Japs were half-trained 16-year-old kids. "The cold truth," said Mr. Stimson, "is that the Japanese are veterans and they are well equipped."

In Russia the Communist Party daily, *Pravda*, let go at General MacArthur with a haymaker of another kind. The paper called it "cowardly" to declare the capital an open city, and likened Manila to "a defenseless ladybug that rolls over on its back, sticking its legs toward the sky, when an enemy appears." Later the Soviet Government repudiated the slur.

Everywhere in the Far East there was an imperative need for arms, men and co-ordinated effort. Although it was not yet known whether arms and men were on their way, a great step forward was made in co-ordinating Allied effort. Named as Supreme Commander of all anti-Axis sea, land and air forces in the Southwest Pacific was British General Sir Archibald Wavell, with Major General George Brett, chief of the U. S. Army Air Corps, as his deputy supreme

commander and British General Sir Henry Pownall as Wavell's chief of staff. Generalissimo Chiang Kai-shek accepted supreme command over all Allied forces which may operate in China. Command of all Allied naval forces in the area was vested in Admiral Thomas Hart, commander of the U. S. Asiatic Fleet.

Grand Strategy. Out of the Roosevelt-Churchill meeting in Washington last week came a grandiose document signed by 26 nations now at war with any or all of the Axis powers. Its title, "Declaration by United Nations," was selected by Mr. Roosevelt himself. Each signatory pledges itself to make no separate peace, to use its full resources in the struggle, to accept the principles of the Atlantic Charter.



CHURCHILL

Back from Canada where he got a new fur hat (see cut), Mr. Churchill rejoined the Allied conferees mapping grand strategy. Best unofficial reports stressed three decisions:

1) Germany is regarded as the No. 1 enemy, Japan No. 2. The Allies will try to hold their present position in the Pacific. But the all-out attack will be launched first against Germany.

2) Russia will play its full part by fighting Germany. The U. S. and Britain recognize that Russia cannot give them help against Japan now.

3) An American army of possibly 10,000,000 men will be required to carry the attack to the enemy's stronghold.

Yell from Australia. If the Japanese crack Singapore, there will be nothing else strong enough to stop them anywhere in the western Pacific. In a series of hops, skips and jumps they can be across the hot, rich, fabulous isles of Polynesia and up to the shores of Australia. Last week the Australians thought they saw the Japs coming fast, and they let out a yell heard loud and clear in London and Washington. Said their blunt Labor Prime Minister John Curtin: "Australia looks to America, free from any traditional links of friendship to Britain."

The 7,000,000 Australians occupy a great empty continent right under the teeming Orient. They frighten their babies with the Yellow Peril. In this war the Australians have fought hard and gallantly for the Empire. Now they see British power crumbling in the Orient, the Singapore base just starting to shake off the lethargy of British colonial rule (see pp. 32-38). They see their great Allies placing the Mediterranean theater first in their grand strategy, the Pacific theater second (see above). "We refuse," said Curtin, "to accept the dictum that the Pacific struggle is subordinate."

Cosmic Comfort. To people watching their whole world blow up around them came some cold cosmic comfort last week. Dr. Edwin P. Hubble of the Mount Wilson Observatory made a report to the American Association for the Advancement of Science. Dr. Hub-



CURTIN

ble said he had spent six years studying the theory, held by famous astronomers, that the universe was exploding. Dr. Hubble said he had come to the conclusion that the universe was not exploding.

Commandos in Command. From Norway to Libya came news last week that Britain's colorful Commandos were active. For 375 minutes British land, sea and air forces, co-operating "absolutely ticketyboo," controlled Vaagsö Island off Norway. Another Commando party, aided by Free Norwegians, raided the Lofoten Islands, scene of a famous raid last March.

From Libya came news of a still more ingenious raid. On the night the British push began, 30 Commandos shot up the headquarters of German General



GEOFFREY KEYES

Erwin Rommel, 200 miles behind the front lines. The Commando leader, who was killed, was Colonel Geoffrey Keyes, son of the famous admiral who organized the Commandos.

Although several members of the German staff were killed in a series of fights resembling Wild West barroom brawls, Rommel escaped either being kidnaped or killed. That night by luck he was absent from headquarters, attending a birthday party.

More Money, No Autos. The war last week confronted the U. S. with an astounding prediction and a hard fact. President Roosevelt made the prediction. He said that in fiscal 1943 the U. S. would spend \$50,000,000,000, half its national income, on war. This is \$10,000,000,000 more than the total national income in depressed 1932.

Bug-eyed by the talk of unprecedented billions, the country was more impressed by the hard fact thrown at it. This was the stoppage of auto production. Donald Nelson, priorities director of OPM, ordered the auto industry to stop selling new cars. The industry would be permitted to build 200,000 cars out of parts already fabricated and on hand. When they were used up, by about Jan. 31, no more autos could be built. But cars would not be sold to ordinary civilians, would be reserved for essential uses. The auto industry would be turned over completely to war production. This grim fact meant that 400,000 men would be thrown out of work until defense orders came through. Perhaps, said Leon Henderson, head of the Office of Price Administration, it might be necessary in the future to commandeer private cars for national use.

PICTURE OF THE WEEK

On Dec. 30, the Bronx Zoo accepted on behalf of the children of America a Christmas gift of two baby giant pandas presented by the Chinese Government. Captured in the Tibetan hills by a 70-man expedition sent out by Mme Chiang Kai-shek, the pandas—a year-old 62-lb. male and a 9-month-old 57-lb. female—arrived in San Francisco Dec. 25 after a perilous six-week voyage across the Pacific. Their accession raises the U. S. panda population to six (two in Chicago, two in St. Louis). Chinese character on crate in picture opposite means "Panda."



CORREGIDOR FORTRESS GUARDS MANILA BAY

A baby giant panda, one of two presented
by Chinese Government to the children of
America, makes its debut at the Bronx Zoo



NEW YEAR'S EVE

In churches, in factories and in the streets, Americans greet 1942

To amazed British sailors incredulously surveying the turbulence of Times Square at midnight, Dec. 31, a New Yorker explained: "All Americans go nuts on New Year's Eve." There, war or no war, half a million New Yorkers and out-of-towners, soldiers and sailors, cops and civilians greeted the New Year as of old. The air was mild and muggy. Morale was terrific.

But elsewhere in the land there were thousands of Americans who met 1942 without manifestations of

New Year's nuttiness. The cities of the West Coast were subdued and grim. Downtown Los Angeles saw no such crowds as it had drawn in former years. Thousands of Americans, wondering what wartime 1942 might bring, convened for Watch Night services in churches all across the land. Thousands of Americans labored in defense plants throughout the night. And thousands of Americans, in uniform, were patrolling the coastlines of the continent, the dark seas and the sky.

500,000 CELEBRANTS JAM TIMES SQUARE AT MIDNIGHT. NOTE HOUR RECORDED ON ELECTRIC SIGN AT NORTH END OF SQUARE. PARKED BELOW IT ARE FIRE ENGINES, AMBULANCES





Defense workers at Minneapolis' Northern Pump Co. stole only a half hour from night-shift labors to toot in the New Year. Donning paper caps, they gave 1942 a short defiant cheer, went back to work making crack anti-aircraft guns for the Navy.

Devout New Englanders salute the New Year at a midnight service in Union Church, Chepachet, R. I. The congregation met at 11:30 p. m., heard a brief sermon. At 11:50 p. m. they lighted candles, united in singing *Ring Out Wild Bells*. Outside snow fell.

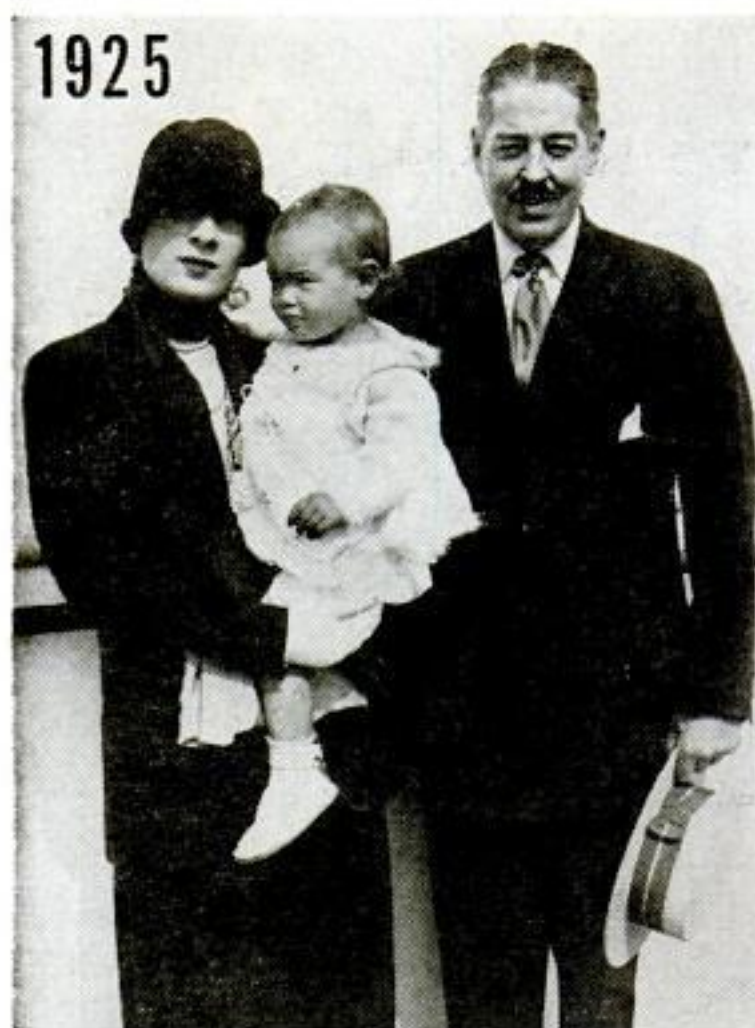


GLORIA MORGAN VANDERBILT WEDS A MINOR HOLLYWOOD CHARACTER NAMED DI CICCIO

At 12:30 p. m. on Sunday, Dec. 28, Gloria Morgan Vanderbilt and Pasquale di Cicco were married in the mission house at Santa Barbara, Calif. Thus out of circulation went America's most eligible adolescent. Gloria is 17. Di Cicco gave his age as 32. It was his second marriage. The man who won Gloria and the \$4,000,000 estate she will get on Feb. 20, 1945 is the son of an immigrant truck farmer of Naples and Astoria, Queens, N. Y. Known vaguely as an actor's agent though he has neither license nor office, Gloria's groom

has made a vocation of being photographed in public with most of Hollywood's best names. Newspapers sometimes refer to him as a sportsman.

On the opposite page you see him posed before the portrait of his new mother-in-law who stands at the left. At the right is Mrs. Vanderbilt's twin sister, Lady Thelma Furness. Asked to comment on her romance, Gloria declared: "What can you say about a first marriage, except that it's wonderful?" New York's *Daily News* headlined the event: "Sic Transit Gloria Sunday."



1925
At 18 months, Gloria vacations in Europe with her parents, Gloria and Reginald Vanderbilt.



1926
Aged 2, Gloria finds herself fatherless. Too much high living killed Reggie Vanderbilt.



1929
A veteran traveler at 5, Gloria early got used to shuttling between New York and Paris.



1930
Healthy, wealthy Gloria was frequently described as "loneliest little girl in the world."



1934
Long custody fight sends Gloria, 10, to live with her aunt, Mrs. Harry Payne Whitney (above).



1935
With her aunt, Gloria leads wholesome rural life. She sees mother weekends, Christmas.



1937
At 13, she has become an able equestrienne. Here she watches a Long Island horse show.



1938
Gloria steps out with prep-school boy in first long dress, a Christmas gift from her mother.



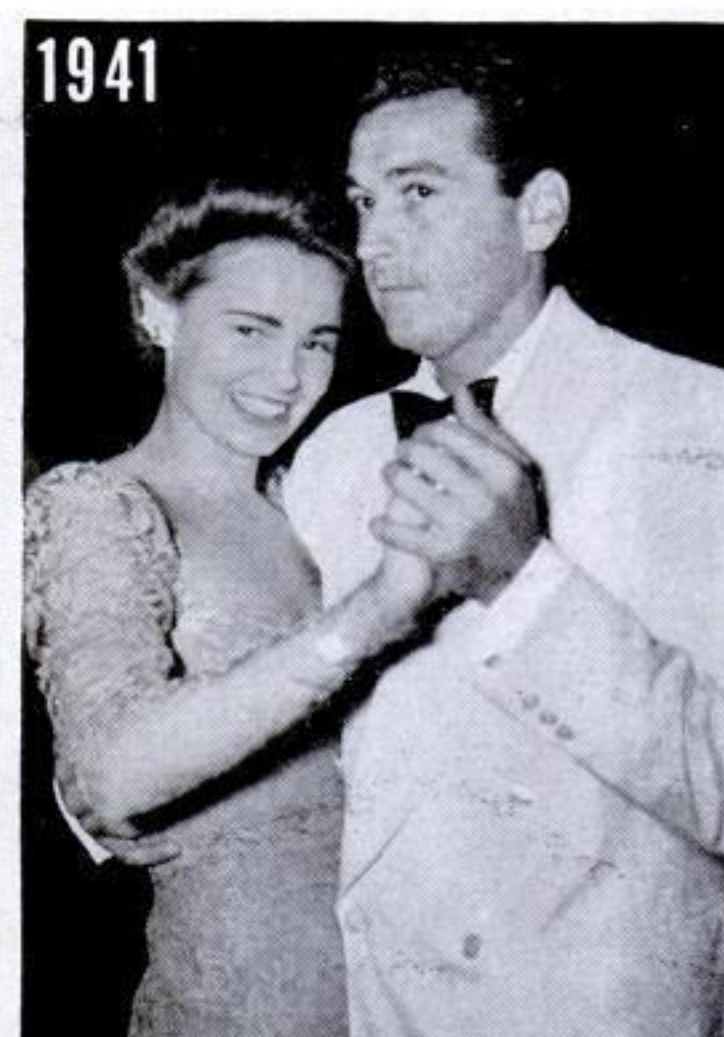
1938
Maturing at 14, Gloria enters whirl of Newport society, peddles balloons at a lawn fete.



1939
Clothes are important to 15-year-old Gloria, back from a Cuban vacation with her aunt.



1940
Now a sub-deb, Gloria lets her hair down, acquires beaux, and jitterbugs with the best.



1941
Skipping a formal debut, Gloria goes to Hollywood, lands in Pat di Cicco's receptive arms.



Another chapter in Vanderbilt history: di Cicco poses with bride and in-laws in her mother's Beverly Hills house



ENGLISHMEN OF THE "LOYAL" REGIMENT MARCH TOWARD SINGAPORE'S IMPRESSIVE CITY HALL FRONTED BY STATUE OF SIR STAMFORD RAFFLES WHO LANDED THERE IN 1819

MALAY JUNGLE WAR JAP CUNNING AND BRITISH OVERCONFIDENCE HAVE ENDANGERED THE DEFENSE OF SINGAPORE

by CECIL BROWN

Christmas night, Singapore
By cable

A British soldier is equal to ten Japanese, but unfortunately there are eleven Japanese." That remark, made to me by a Tommy wounded at Sungei Patani, synthesizes one reason for the present grave situation in Malaya.

But superiority in numbers is not the only reason. There are others equally important, perhaps more so. Whether Singapore will successfully resist, how well she will stand up under continuous air attacks, whether panicky civilians will impede military operations depends on how well Singapore is prepared, mentally and physically, for war. We can't compare the probabilities here with London's ability to stand and take it. The whites here are less than 1% of the population. Malaya has her back to the wall and the retention of Singapore is a touch-and-go affair due to the incredible and unbelievable unpreparedness right up to the moment when Jap bombs gave Singapore's lethargy the first shock in more than a half-dozen complacent decades.

The atrophying malady of dying-without-death, best known as the "Singapore mentality," largely helped to bring the Japanese more than 125 miles inside Malaya. For civilians this walking death is characterized by an apathy to all

Cecil Brown, ace reporter for the Columbia Broadcasting System, recently survived the sinking of the British battle cruiser *Repulse*. His description of the loss of the *Repulse*, which together with the *Prince of Wales* went down under Japanese torpedoes and bombs off Malaya on Dec. 8, was one of the great eyewitness stories of the war. Previously Brown reported for CBS from Italy, Yugoslavia and Egypt and wrote *The Desert Is Hell* in a LIFE's Report which appeared in the issue of Dec. 8.

affairs except making tin and rubber, money, having stengahs between 5 and 8 p. m., keeping fit, being known as a "good chap" and getting thoroughly "plawstered" on Saturday night. Singapore thus far represents the pinnacle of examples of countries which are unprepared, physically and mentally, for war.

Seeking reasons for military unpreparedness, it would, in part, be unfair to lay the blame on Brooke-Popham and Admiral Layton. It is reasonable to suppose that Brooke-Popham's requests for additional troops and aircraft were delayed and denied by the exigencies elsewhere. It may well be that the tall, gangling Air Marshal lacked the persuasive power to convince London bigwigs of Far Eastern necessities. Brooke-

Popham worked long and hard, struggling uphill against "Singapore mentality."

During the week prior to the outbreak, I talked with several score of officers and was told without exception: "There'll be no war in the Far East. Japan will back down." This mentality was rife throughout the armed forces. This military attitude is partly responsible for Malaya's reeling under the sudden attack. For months American and British war correspondents battled against it hopelessly. They had seen war elsewhere and saw preparations here for chaos. Correspondents were made most unwelcome and Admiral Layton said: "Now we are not going to lay on the war just to give you chaps some news."

One British writer made a flight to the Malay airdromes and wrote: "I bring you good news. I visited 20 airdromes as fine as any in existence in the U. S. and Britain. I saw clouds of bombers and fighters who will shoot down any Japanese attempts to attack this country." The British press chief tried to induce American correspondents to use the story—"That's cracking good stuff. That's the kind of thing we want here." Contrarily I cabled: "Have not seen clouds of bombers and fighters." Ten days later I flew to

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MARION HUTTON
Glenn Miller's Moonlight Serenade
"rings in the new"
with Chesterfield

*Best of
the Year*

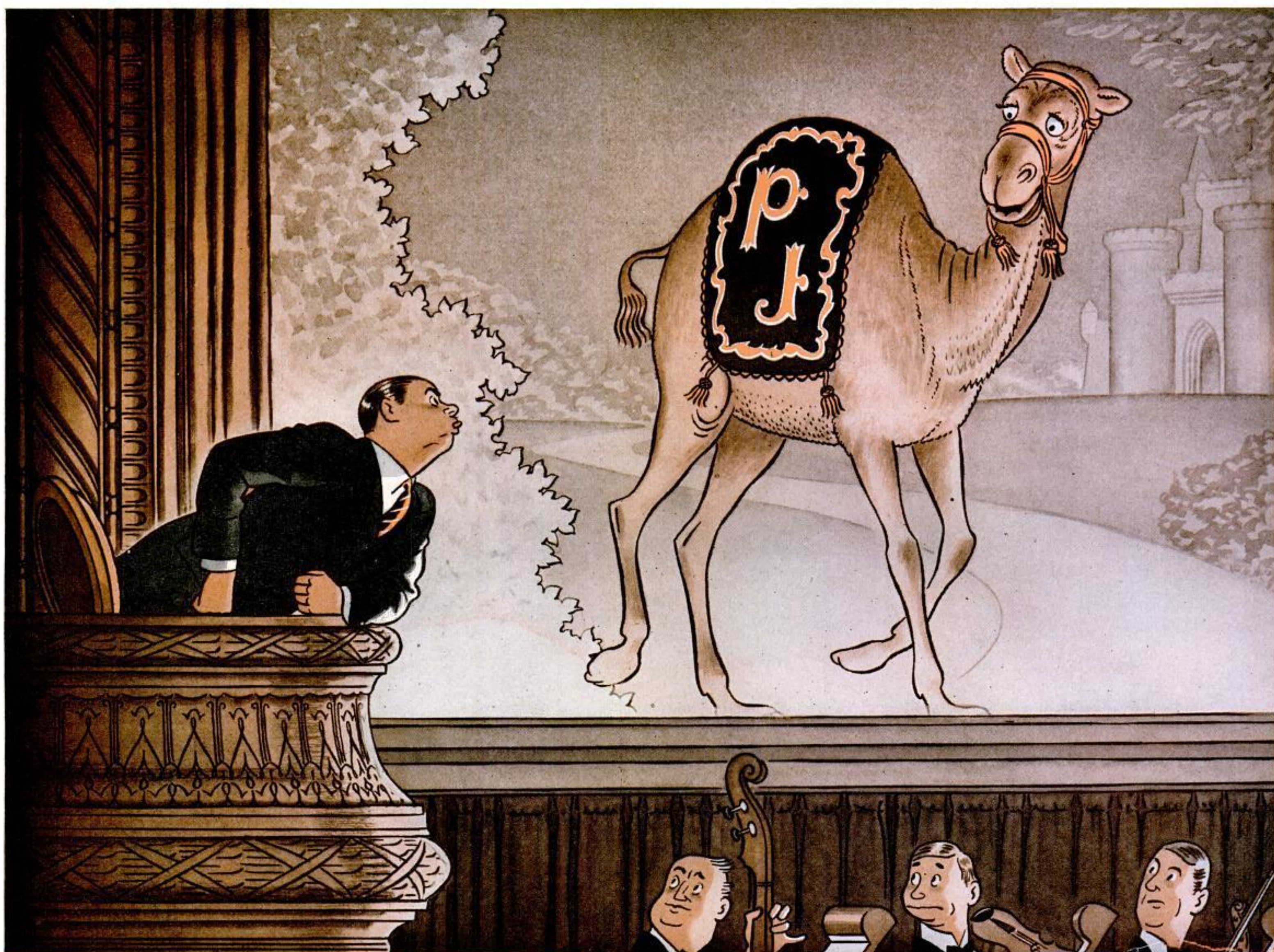
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... first for a *Milder* and decidedly
Better Taste ... first for *Cooler Smoking*

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give you just what you want in a cigarette ... from the
Right Combination of the world's best cigarette tobaccos
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MAKE CHESTERFIELD YOUR SMOKING PLEASURE OF THE YEAR

They Satisfy



“Phooooie on Animal Acts!”

MAN IN BOX: Go away! I'm tired of trained seals, dogs on tight wires, and baboons that play the harmonica!

CAMEL: Cease thy heckling, O Cheerer from the Bronx. This is no animal act, but a dignified *lecture*—a lecture on the virtues of the discerning tongue and the wise whiskey buyer.

MAN: Shades of Shakespeare! You mean you're going to entertain me with *that*?

CAMEL: Not only entertain, O First Nighter—but move you to applause, with the tale of the very

best *buy* in whiskey—*dry* PAUL JONES!

MAN: Dry? PAUL JONES? A buy? What's all this about?

CAMEL: Did you not know, O Heckler, that the very best *buy* is the whiskey that's *dry*—PAUL JONES? That the discerning tongue realizes how *dryness* (or lack of sweetness) does as much to bring out the beauties of a whiskey as a spotlight does for an ingenue?

MAN: Very interesting, my Bedouin Burlesquer. You're not going to pass out samples are you?

CAMEL: —And did you not know that this rare quality of dryness, which so delights connoisseurs and is usually reserved for the very rich, is yours in PAUL JONES at a price even those in the highest balcony can afford to pay?

MAN: Say, this isn't a lecture—it's a *revelation*! The very best *buy*—PAUL JONES? It's DRY? Tell me more!

CAMEL: A thousand regrets, O Impetuous One—even now the sword swallower awaits his entrance. But do drop over to the local firehouse tonight. I'm doing a benefit!

*The very best buy
is the whiskey that's dry*

Paul Jones



A blend of straight whiskies—90 proof.
Frankfort Distilleries, Inc., Louisville & Baltimore.

MALAY JUNGLE WAR (continued)

Kota Bharu. It was a grass runway covered with 3 in. of water and mud.

The first knowledge that war was going on was when the Japs landed at Kota Bharu on Dec. 8. Despite the knowledge that the Japs were on the move for two days, a blackout for Malaya was not ordered. At 4 a. m. I received a telephone call to come to Press Relations for an important announcement. The instant I hung up the phone the first bombs fell on Singapore.

In few places in the world has nature conspired more expertly to make fighting as uncomfortable and difficult as in the jungles, mangrove swamps and rice fields of Malaya. Japanese jungle methods are a curious blend of naïveté, guile and imitation of German tricks, but above all the great knowledge of jungle warfare is aided by an innate contempt for whites, especially the British. Orthodox methods—if there is such a thing as orthodox methods for jungle fighting—are forgotten in order to squeeze out the advantages from the disadvantages of nature. The Japanese are showing a peculiar ability to do this. The effectiveness of their tricks is due to surprise, daring execution, indifference to death and British underestimation of the enemy.

To penetrate the jungle the Japanese are not using concentrated forces but thousands of more or less self-sustaining, independent units made up of two to 200 men. It is a lightning war but related to the European type of blitzkrieg only in the fact that each Jap is his own private blitzer. Their main task is to infiltrate the British; cut off battalions, companies, platoons and individuals; surround them; induce confusion and retreat; and inflict the largest possible casualties. Thus far, when the Japanese encounter strong British resistance or fortified positions, they prefer to go around instead of making a direct assault.

To carry out such operations, Jap troops' equipment is very light, consisting of shorts, singlets, tennis shoes, steel helmets, sometimes a handkerchief with corners knotted on top of the head, a bag of rice, with an ammunition belt around the waist. Many carry tommy guns similar to the British whereas others carry rifles. One of the most effective weapons they use is the 4-in. mortar which is carried on head and shoulders. The Japs creep behind the British, plant the mortar and accomplish what would ordinarily take considerable force.

Jap version of Fourth of July

The Japanese improvise readily. In some instances, after a few days, it was found more effective in some areas to have a singlet-clad Jap run ahead with a tommy gun, followed by a uniformed soldier carrying additional ammunition. For some operations, in order to scatter the British, the Japs are using very light tanks. The most unusual trick of the Japanese is their use of firecrackers, ordinary Fourth of July firecrackers. One, two or three Japs, creeping in the jungle, get in between and behind the British and toss firecrackers in all directions. One Britisher said: "When I heard all those cracks, I thought we were surrounded and said to the others we'd better get the bloody hell out of here." A number of British are shot down by Japanese perched on top of coconut palms and teak trees. Others are known to lie in swamps, with only their faces above the water, for three or four hours. Said one white trooper: "You need a dozen eyes to watch these blokes."

The landing operations at, and quick capture of, Kota Bharu Airdrome was achieved partially in this way: The first man ashore at Kota Bharu from each barge charged forward with a 5-ft.-wide mat made of wooden slats and rolled up. With a single motion, he tossed the mat over the top of the barbed wire, unrolling it. He was usually shot down but others scrambled over the mat and barbed wire instantly and dashed toward the airdrome.

To many Britishers every Oriental looks about the same and the Japanese capitalize on this peculiar blind spot of white men. Walking along the road or across a



On the playing fields of Singapore Malayan schoolboys from the Raffles Institute drilled with rifles last summer within sight of Supreme Court's dome (left) and St. Andrews Cathedral (center). To prevent Jap planes from land-

ing, these fields are now littered with piles of scrap iron, benches, carts and old steam rollers. To escape bombs, people plan to dive into the deep open sewer that bisects Singapore or lie in the concrete gutters that line city's streets.

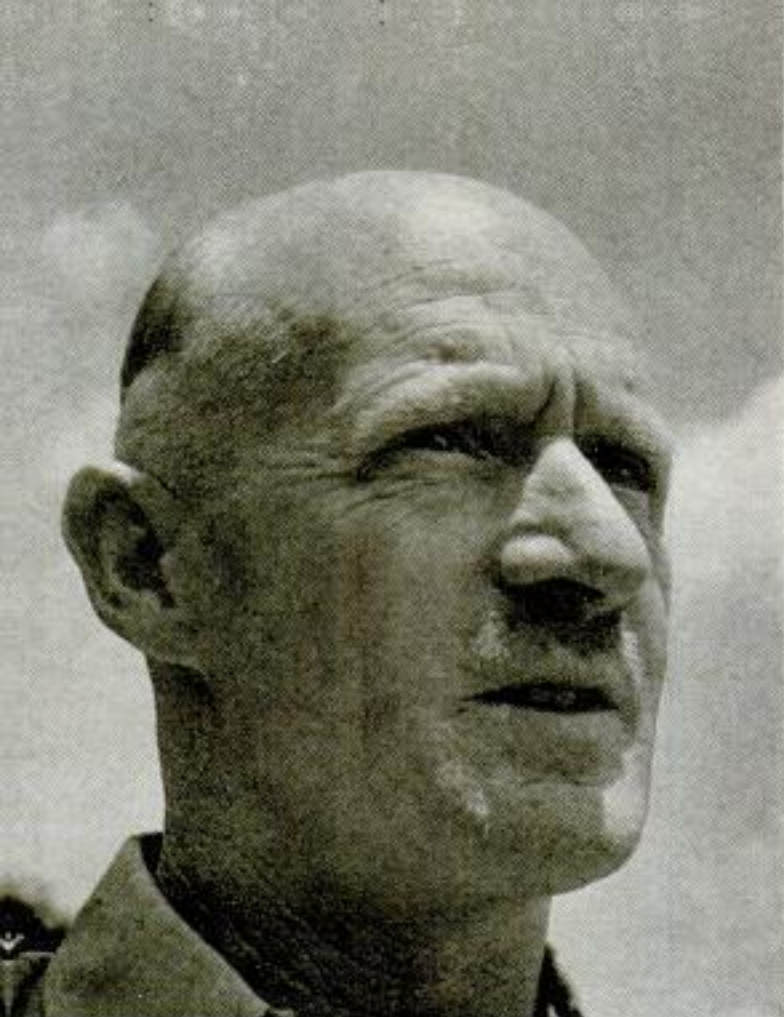


Large coastal gun, set in a turret and base of steel and concrete but camouflaged very sparingly, fires 380-lb. shells six miles to sea from an island that guards the sea approach to Singapore. Below: Scottish troops are shown

fording the muddy Kranji River in Malaya during last summer's maneuvers. They are now fighting the Japanese in even tougher jungle country, where defense lines consist largely of rivers and streams and malaria-infested swamps.



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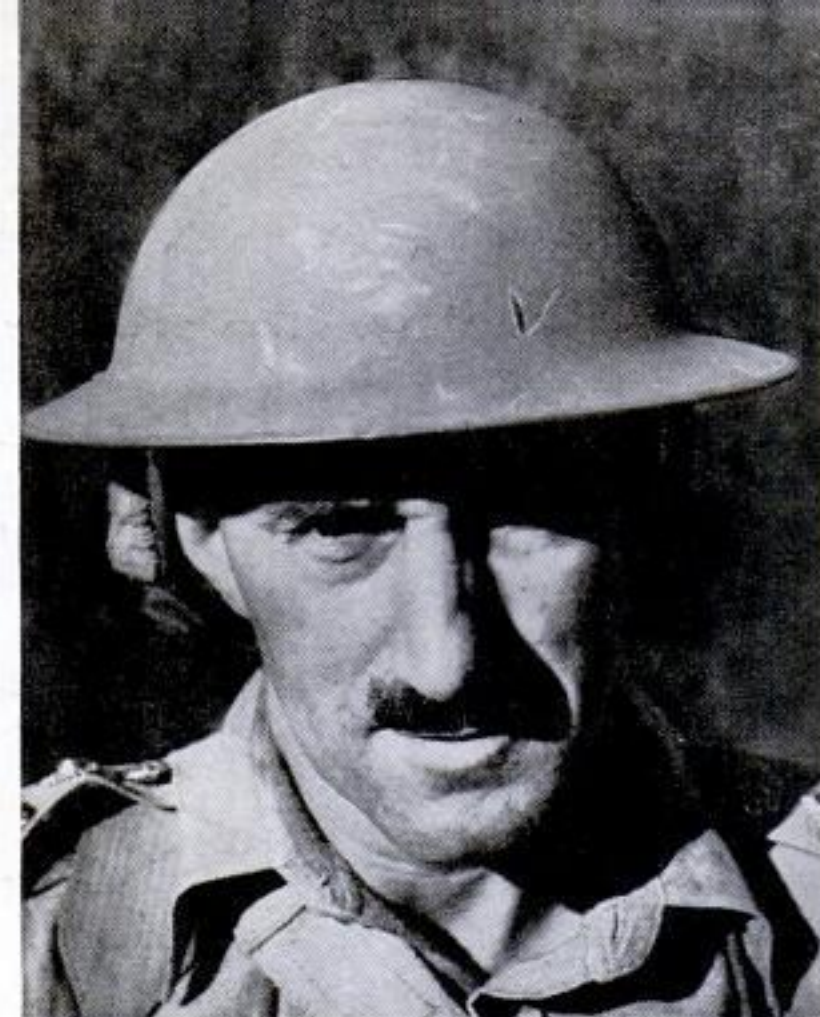
Major General Gordon Bennett, peacetime manufacturer, commands Australians in Malaya.



Major General F. Keith Simmons, who commands land defenses of Singapore, was born in England and fought in World War and Palestine.



Sir Thomas Shenton Whitelegge Thomas, governor of Straits Settlements and top civilian, zealously collects news clippings concerning himself.



Colonel E. L. Wilson Haffender, veteran English commander of Hyderabad troops, has fought in Palestine, France, and on the Northwest India frontier.

MALAY JUNGLE WAR (continued)

rice field would be an ordinary-looking coolie wearing a cone-shaped straw hat and shorts or sarong and carrying agricultural tools. When approached by a small group of soldiers, he drops the tools, pulls out a pistol and blazes away.

Another favorite practice of the Japs was to send ahead on the road four or five cyclists and when the suiciders were mowed down by British machine gunners, their positions were revealed and the Japs, likewise concealed in the jungle, let go with mortars. Now the British allow cyclists to pass and attack the other forces coming up.

Lunching two days ago with Major General F. Keith Simmons, commander of the Singapore Fortress and one of the Far East's best military brains, I was told: "The best way to get the Japanese is to go in after them the same as you hunt out gangsters." But that's not simple. The British job here is to transform overnight the sheepherder from Australia, the Scotsman from the moors and the factory worker from Lancashire into a skulking, skilful jungle guerrilla fighter operating in small bands the same as the Japanese.

Some Britons and Indians immediately adopted the tactics necessary to beat the Japanese. One company commander, who had been fighting a rear-guard action for twelve hours, was heavily outnumbered but he fought on. His last message was: "We're going in. Can't last more than ten minutes. Goodby." And he went into the Jap-infested jungle.

Slicing off Jap heads

While the British in the Western Desert may follow the dictum "Attack and pursue," here in Malaya the strategy may be only to delay and decimate. For more than two weeks the British have used those tactics fighting rear-guard actions, retreating 125 miles to the Perak River. They are tired after this unrelenting Jap advance under surprising conditions, without time to re-

cover their breath after the initial attack. The Japs have lost the surprise of many of their tricks and have lost at least 10,000 men. There is no want of courage among the British and they have the ability to profit individually, to learn lessons proffered each moment. They have found that the Japs do not relish bayonet fighting, though this does not denote a lack of courage on the part of the Japanese whose courage is praised everywhere as "fanatical bravery." The fact that the Japs do not relish bayonet fighting is a source of grim satisfaction to the Gurkhas. At night the Gurkhas, wearing loincloths, their bodies greased to make themselves slippery, venture toward the enemy armed only with a kukri, a 12-in. curved knife sharp enough for shaving. They creep up to the sentry, slice off his head with a single, silent swipe.

As far as nature is concerned, both the British and Japanese are facing the same hazards. It is a country where the jungle undergrowth is so thick it is almost asphyxiating and after minutes of effort sweat pours down as if you were standing under a hot shower. The untrained ones find breathing difficult and it requires at least two months to acclimatize troops. The unearthly stillness and amazing luxuriance of the greenery hemming in the narrow trails give a frightening impression of the jungle closing in. There are pythons, adders, asps—in fact 132 varieties of snakes. There are the tiger and panther, crocodiles, screaming monkeys and shy gibbon. One of the worst menaces are the leeches and when 20 of them are on your body you feel your strength draining. The creeping cane has three-hooked thorns and like a tri-fanged snake it grabs shirt and skin, rips off clothing. Aerial vines as strong as 6-in. rope threaten to strangle the unwary.

The monsoon rains are now going on and nature is unwittingly carrying on a germ warfare on behalf of the British. This is the 16th day since the war started and the incubation period for malaria extends from twelve to 16 days. Every Japanese wounded thus far has been found to be suffering from malaria. And the Japanese

are not using mosquito nets. Moreover shorts and singlet provide a greater skin area for mosquito drilling. The British know it is worth a man's life to sleep in jungle areas without a net and the British twice weekly are given atabrin which is considered more effective than quinine.

The British military in this war has a "scorched earth" policy but thus far its most noteworthy aspect is its non-operation. At Penang vast stocks of rice and rubber were left for the Japanese. Barges and tugs were not sunk, docks not dynamited, usable public service buildings not destroyed. Although the telephone transmitters were wrecked, the Penang radio station was not damaged. The Japanese just walked in, turned on the switch and immediately began blasting propaganda over Malaya. As far as could be determined, nowhere have food stocks been destroyed. Britain's problem was one of indecision—whether it was better to leave the foodstuffs for the natives with the hope that they would get it, or take the chance of having the Japanese appropriate it.

Difficulties of "scorching the earth"

Another problem is how to make the scorched-earth policy effective. The Japs easily live off the land, carry a bag of rice comfortably, subsist on coconuts, cane sugar, tropical fruits and berries. Such a diet enables the Japs to maintain fighting efficiency which white men could not do. It is obviously impossible to carry out a scorched-earth policy with regards to coconuts and fruits, and it is likewise impossible to chop down millions of rubber trees.

A few days after the outbreak of war, Lieutenant General Percival, general officer commanding Malaya, was talking on a most important long-distance call with Brooke-Popham. The operator interrupted: "Your three minutes have expired, sir," and cut off the connection. The telephone company is privately owned and the military had failed to take it over.

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Malayan regular, Lance Corporal Hussin Bin Inos, has been a native soldier for over six years.



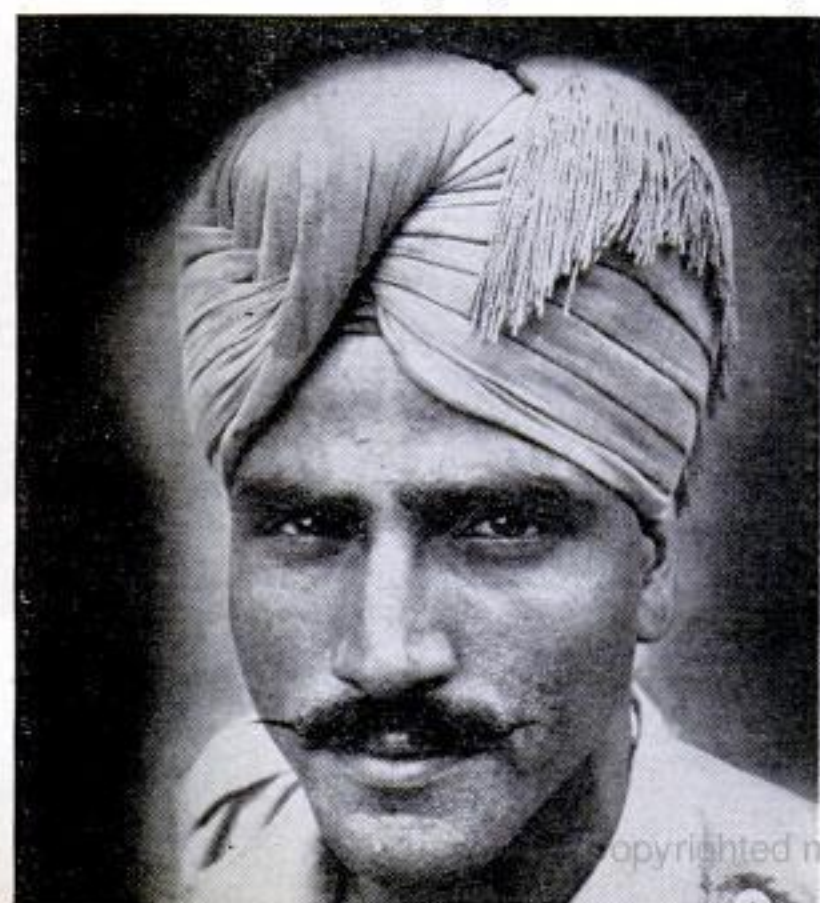
Sikh policeman, Totasingh Hirasing, has been a member of the Singapore force for ten years. He wears the customary Sikh beard and turban.



Chinese detective, Ling Siong Sing, has been with the Singapore police for more than 21 years. Sing is 47 and was born in Fukien in southern China.



Indian soldier, Daya Ram, is a Hindu who wears the fringed turban of the stouthearted Dogra regiments. In humid Malaya perspiration flows freely.

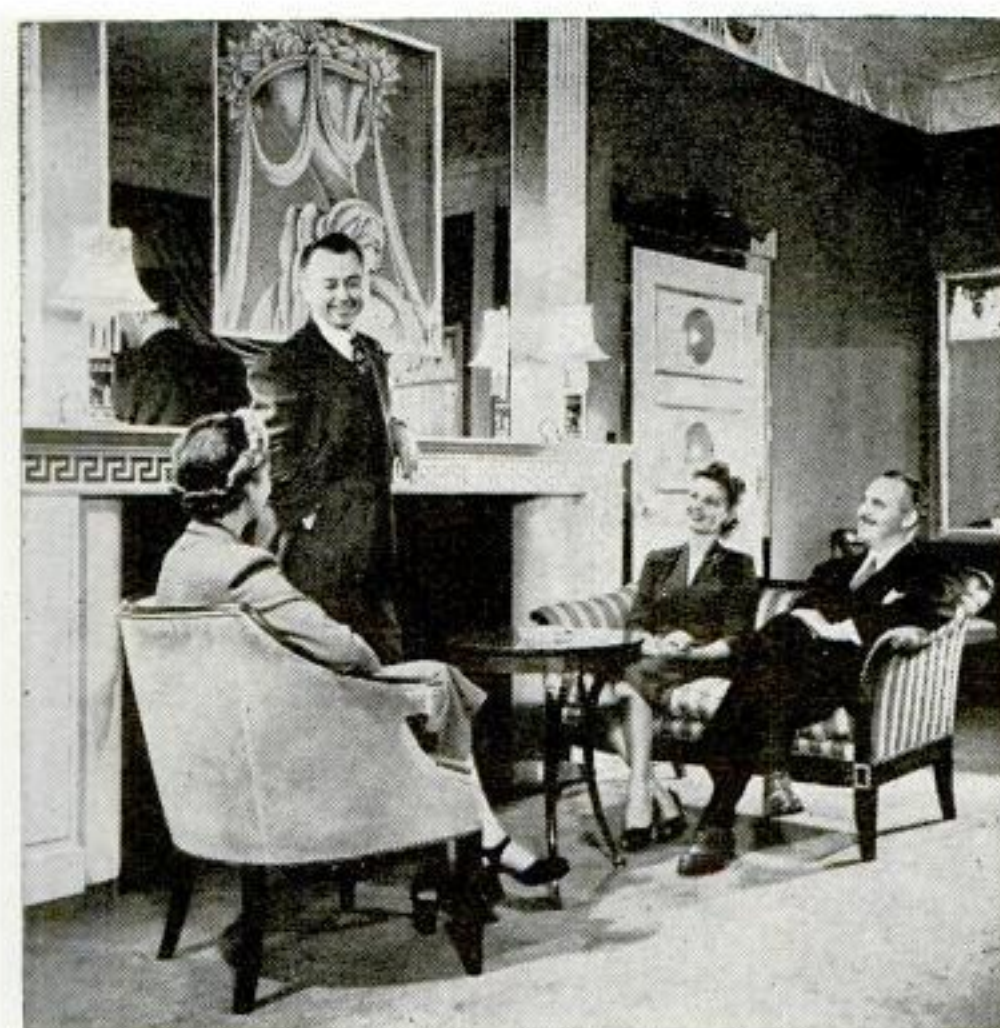




NOTHING OLD-FASHIONED about Statlers' beautiful rooms designed especially for women! Special decorations, unusual services, handy accessories. Closets have hat stands, skirt hangers, covered dress hangers. A word from you and we'll supply a shower cap, electric iron, soap flakes—many other thoughtful little conveniences.



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NOTHING OLD-FASHIONED about Statler bedrooms! Our huge, continuing program of refurnishing and redecorating has worked wonders for your comfort in each of the seven hotels. Literally thousands of rooms ready now... *more coming!* Above, a view of the lovely new State Suite in the Hotel Pennsylvania, New York's Statler.

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The Statler Hotels have a slogan which reads:

"Nothing Old-Fashioned but the Hospitality"

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MALAY JUNGLE WAR (continued)

Singapore is known as a city of "Chinks, drinks, stinks" and it would take more than war to change that. But war is changing the face of this city and is certain to change its mentality. The No. 1 problem is to win the confidence of the natives to avoid the panics of Penang and elsewhere in northern Malaya. Aside from convincing the natives that British protection means something—with a display of military might such as fighters and bombers in the skies and troops pushing back the Japanese—the main burden of winning over the Asiatics to thwart panic and maintain services and food supplies devolves upon Governor Thomas Shenton Whitelegge Thomas, 62, onetime governor of the Gold Coast Colony, handsome, shiny-faced, gray-haired, urbane-mannered, with easy charm and affability. He is credited with sympathy with the natives but his record of accomplishments is unimpressive. Early in October I spent 50 minutes with the Governor and when I emerged from his sanctum in the white rambling Government House I had the strangest sensation of being immersed in an urbane sea of unreality. My first action was to look at the calendar to see if this was 1941, instead of 1931, and war was going on.

Singapore buckles down to fight

One of the most serious sources of civilian uneasiness is the paucity of information contained in communiques. People are bewildered about the situation with the result that they listen to the most pessimistic, most fantastic rumors and due to jitteriness accept them as the true state of affairs. A typical example of the communiques: "We successfully disengaged the enemy and have taken up positions at the River Muda." This is the first word that the Japs are 75 miles inside Malaya and Alor Star, Sungei Patani are lost. The High Command never announced the military evacuation of Penang.

The playing fields of Singapore where British manhood kept fit are now slashed with slit trenches and littered with rotted groups of benches, neat piles of scrap iron, antiquated steam rollers, filled bullock carts to prevent enemy aircraft landings. Several rows of barbed wire surround the harbor front. Plate glass is pasted up with

strips of paper and many shops have boarded up windows and are fast building splinter-blocking walls between front and street. Jewelry shops have emptied show cases and placed stocks in steel vaults in the event of fire and looting. The death penalty has been instituted for looting and treachery. During alerts the search goes on for Fifth Columnists flashing lights skyward. Blackout is most effective and filled with dangers. Chinese and Malay guards, many of whom speak only the English word "Halt!" or use the Malay synonym "*Brenti!*" shriek the words out of the darkness with a roar more frightening than falling bombs. More important, they all have itchy trigger fingers. Every now and then somebody is shot and killed.

There is a 500% increase in autos offered for sale. Gasoline rations will be reduced one-half by the first of January. The statue of Sir Stamford Raffles at the front of the Victoria Theatre remains unsandbagged. The snake charmer still does business in front of the Raffles Hotel. Europeans are moving out of the downtown area to the outskirts and native servants in hotels and stores want to do the same. Many people are bleary-eyed, not from Singapore dissipation but from all-night fire-watching and working in canteens. Under orders from the Passive Defense Services' director, the Sultan of Johore's zoo has been eliminated. The Sultan's favorite orangutan was sent to Sumatra for safekeeping.

Singapore is crowded with evacuees, mostly women and children from Bangkok, Penang, Alor Star, Kuala Kangsar, Ipoh, Kuala Lumpur, staying with friends and at hotels, grimly recounting experiences, joining local defense services and pushing on toward Australia. Trucks filled with sheets of rubber rumble through the streets as of old. People are warned to keep bathtubs full of water in case of interruptions in the water supply and to fight fires. Authorities are allowed to requisition liquor anywhere in the Federated States. The latest war racket concerns sandbags. One dealer charged \$30 for 100 bags of sand.

Malay youths fresh from kampongs, Chinese clerks and bearded Sikhs are joining up in the services. Everyone is urged to wear an identification disk and all persons of whatever nationality must register in order to weed out Fifth

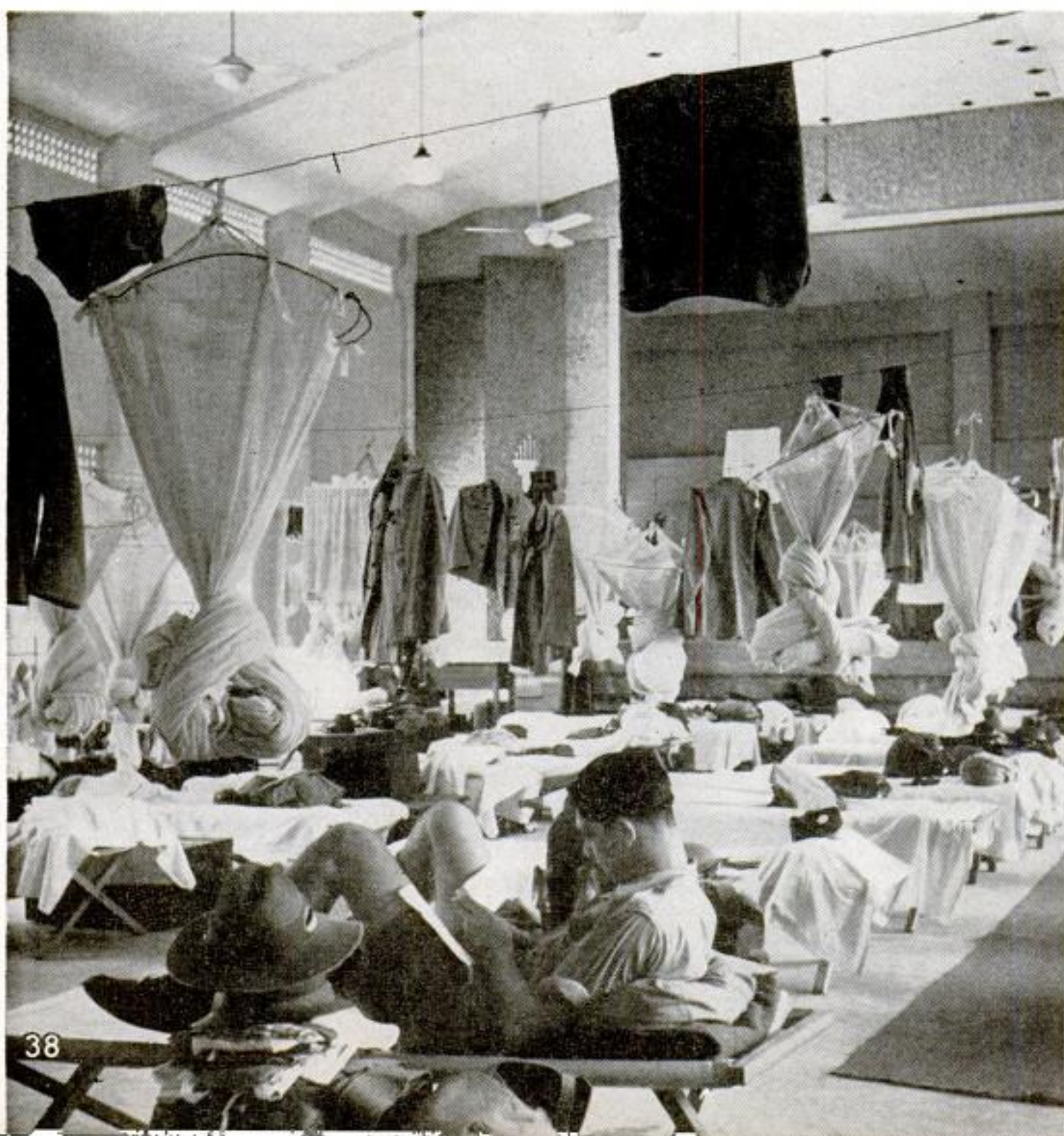
Columnists and check faulty lists. Every day half a dozen profiteers are fined. For instance, a Chinese who overcharged a half-cent for a hen's egg was fined \$50 U. S. and another Chinese was fined \$425 for selling salt for 3¢ instead of 1½¢. Penalties for blackout violations are likewise most severe. An Indian was fined \$500 for flashing a torch near a military camp and refusing to heed the "Halt!"

Night life is tame

Soldiers are too busy and civilians too preoccupied at present to pursue usual entertainments. This city, where there are about 200 officers for each girl, no longer sees these girls and Singapore now has the most meager and tamest night spots. The girls are working in canteens, as nurses and in voluntary services. Dancing continues at the Raffles nightly but the dancers are mostly upcountry evacuees. The best restaurant remains French Chef Cyrano's which was declared out of bounds last June because officers tended to drop information toward the ears of attractive girls. Seaside Coconut Grove, where Cowan and Bailey sang and played double entendre songs, has closed down because it is located in the military area. The military took over the Pavilion and Capital cinemas mainly to secure their air-conditioning system, leaving only the new grandiose Cathay and the antiquated waterfront Alhambra, both air-conditioned.

Within the present crucible of changes going on in Singapore's life, mores, outlook and future—within Malay kampongs, jam-packed Chinese quarters, among coolies working on rubber plantations and in tin mines, even among prostitutes of Lavender Street, Singapore's "Street of Sin"—may be elements for toughening the spirit of Asiatics and Europeans. Perhaps there will be brewed from the spirit of those already ashamed of the headlong evacuation from Penang the will to exceed Hong Kong's resistance and even emulate Malta. That there is civilian fortitude remains to be seen. Among soldiers there is greater probability. An officer expressed to me the feeling which I find prevails among troops: "I am sick and tired of evacuations. I am ready to die in Singapore because it is not worth while to go on living if we must have another evacuation."

Mosquito netting, attached to pulleys and wires, is tied up in a neat knot during the day in a school that was evacuated and which now serves Australian troops as a barracks in Malaya.



Fire fighters practiced extinguishing make-believe incendiary bombs on Kitchener Road in Singapore last summer (above). Now the fires and bombs in and near Singapore are both real.



How to cure a man of muttering "I want buckwheats"

Give him buckwheats. Pillsbury's buckwheats. Their racy tang will take him right back to his boyhood!



LOOK WHAT CAME OUT OF THE PILLSBURY BOX!



REMEMBER—buckwheat contains natural vitamin B₁!

How to get the old-time buckwheat flavor — with none of the old-time work!

Remember when you were a girl, and grandma used to set the buckwheat batter in the fall and keep it working all winter? Remember how good those buckwheats used to taste, and how the boys snapped at them, like a seal at a fish?

If you don't remember, we'll bet your husband does!

Today, in 1942, here's the same old-time buckwheat flavor... but none of the old-time work. Here's all you do: (a) ask your grocer for Pillsbury's BUCKWHEAT Pancake Flour (b) heat your griddle (c) add a little milk or water to the flour (d) listen to the family tell you how nice you are.

Notice, however, that you can't (d) unless you (a). Your grocer has Pillsbury's BUCKWHEAT Pancake Flour. He also has Pillsbury's Pancake Flour ("regular"—without buckwheat). Breakfast is more fun in homes that have both!

Pillsbury's BUCKWHEAT PANCAKE FLOUR

(AND... PILLSBURY'S PANCAKE FLOUR... ALSO READY-PREPARED... WITHOUT BUCKWHEAT)



SUPER-SOFT... FOR HIGHER, LIGHTER CAKES

How to make Pillsbury's Bittersweet Layer Cake: Follow 2-Egg Cake Recipe on SNO SHEEN box through Step 4. To ½ batter combine and add 1 sq. (1 oz.) unsweetened chocolate, melted, 2 Tbsps. hot water, 2 tsps. sugar, 2 tsps. melted butter, and ⅛ tsp. soda. Bake batters separately in 2 greased 9-in. pans in mod. oven (350° F.) for 30 min. Frost with a boiled frosting. Coat top with 1 sq. (1 oz.) unsweetened chocolate, melted, combined with 1 tsp. melted butter.

We have received hundreds of unsolicited letters from women who said they never realized how good their cakes could be till they tried Pillsbury's Sno Sheen—the SUPER-SOFT cake flour! It's made from the rarest, softest, "tender-gluten" wheats, sifted through silk so fine a single yard costs over \$10. Try SUPER-SOFT Sno Sheen—see for yourself!



A CREAMY-WHITE WHEAT CEREAL—HELPS YOUR CHILD GROW!

Vitamins—to make a young man a big man... Two important B-vitamins, plus iron to help build red blood, are yours in Pillsbury's Enriched Farina—at no extra cost to you! A cereal so smooth, delicate, and delicious that everybody loves it... now enriched, to help build up the daily intake of these vitamins which nutrition authorities say are essential to proper growth, sound nerves, good appetite. Look for the baby's face on the package—and notice the low price!

Sterling (solid) Silver... yours for Pillsbury Thrift Stars!...



Here's a way to get the Sterling Silver you've always longed for: Save Pillsbury THRIFT STARS, which come with Pillsbury's Best Flour and with other Pillsbury products. They can be exchanged for beautiful sterling silver in an exquisite pattern, from one of America's great silversmiths. For details of offer, see recipe folder in your Pillsbury's Best bag. For complete list of THRIFT STAR premiums, write Pillsbury Flour Mills Co., Dept. J18, Minneapolis, Minn., and ask for free THRIFT STAR Booklet.

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1 "Both my Joes are working hard these days. Young Joe's making airplanes. And his Dad spends all his spare time on patriotic committees. Both of them need plenty of energy, and I see that they get it. What has Cellophane to do with that? Listen...



2 "I say food is wasted if it isn't enjoyed and eaten up. My folks really lick the platter clean. One reason is that I buy things that are *fresh* and *flavor-protected*. I've found Cellophane helps insure the fresh, tasty goodness I expect to get for my money.



PREVENTION OF WASTE IS A NATIONAL NEED



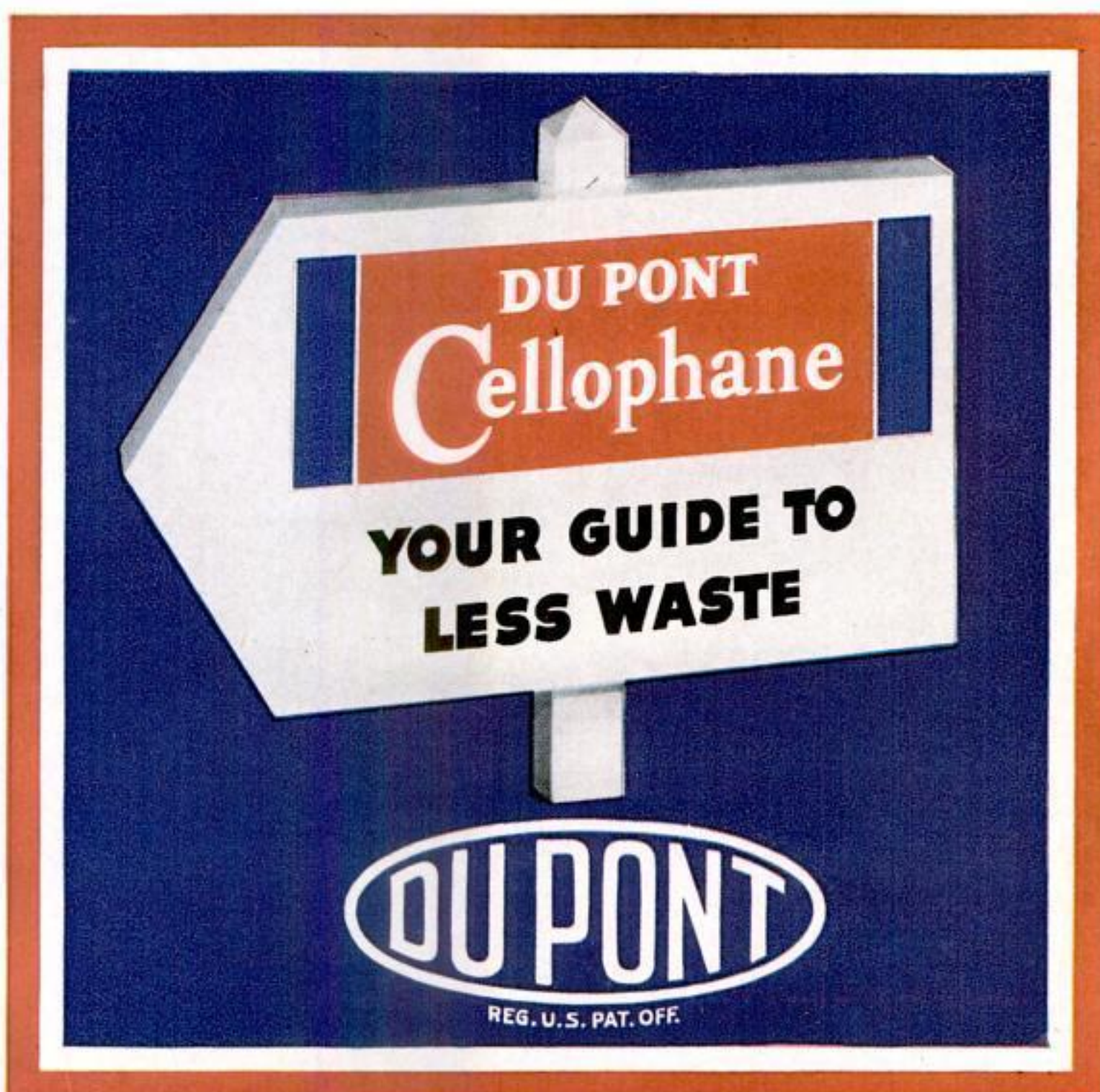
3 "Leftovers? Not nearly so many since I started buying good things in Cellophane—in convenient quantities. And I've got a good trick for leftovers. Before I put them in the refrigerator I wrap them up in moistureproof Cellophane that I can use over and over again. They keep much better and use up quickly. No waste here!"



4 "Makes me think of what Joe calls the Navy—our first line of defense. That's what I call Cellophane—my first line of defense against stale foods and waste. It's important defense for my family's health, too, because I know it keeps things sanitary and germproof. I don't like to take the risk of buying food that's exposed to dust and handling."



5 "No complaints about menus, either. I give plenty of variety. How do I get my ideas? Just by *looking*—at all the fine things in Cellophane. They're in plain sight, and no guesswork about what's inside. I don't waste time shopping. I buy *protected* foods—in Cellophane!"



PREVENTION OF WASTE IS A NATIONAL NEED



Favorite Meating Place for Particular People!

Here's an all-star attraction . . . for fuss-budgets and budgets. Both demand meat at its best! Whether it's a special cut of beef or lamb, pork or veal, the Meat Department at your A&P Super Market is on its toes to serve you. Take A&P's *Super-Right* Meats—only top grades are chosen by experts . . . flavor and quality rigidly protected under modern refrigeration . . . your day's purchase prepared as you like it. Tender, juicy and delicious on your table!

Foods at your A&P Super Market just can't help being good . . . and full of flavor . . . because they're so fresh. Folks buy so much that each week the average A&P "Super" needs about 70 deliveries of fresh foods. Yes, 70 deliveries a week! As a result, you get *Super-Right* Meats at the peak of flavor, dairy products farm-fresh, and fruits and vegetables hours fresher!

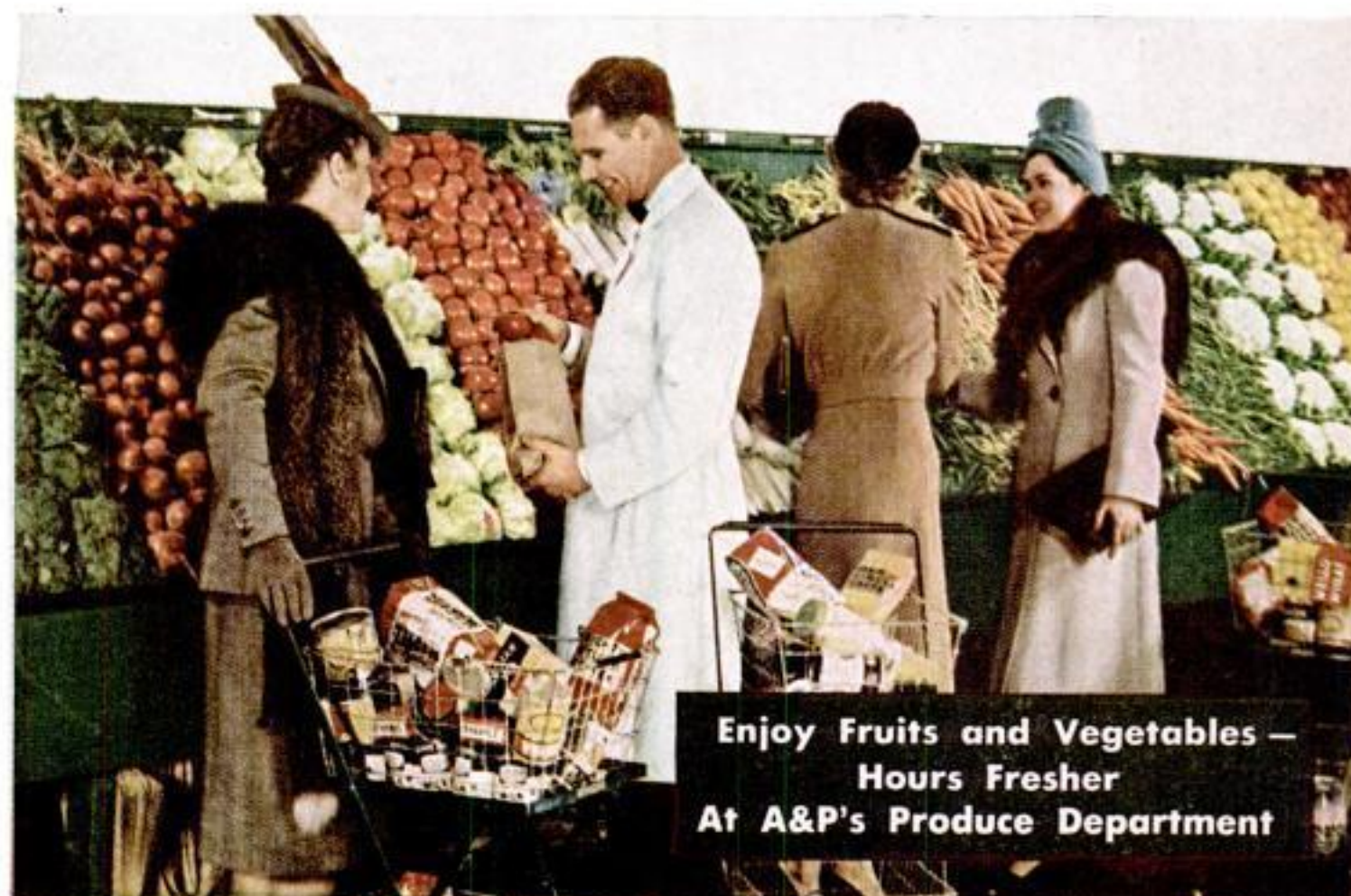
One tempting "buy" after another greets you in this treasure-house of fine foods. 2000 items to choose from . . . six complete departments . . . everything you could wish for your table. Prices are remarkably low, too, every day of the week. That's because so many foods share one low store-keeping expense in A&P Super Markets—America's leading food department stores.

As a big extra windfall, you'll find here many fine foods that are made by A&P, sold *only* by A&P. These exclusive A&P brands come direct from maker to you, with the *quality guarded from source to sale*. And this modern, direct-to-you method brings you many of these fine foods at astonishing savings. Try, for example, such favorites as Marvel "Enriched" Bread, Jane Parker Cakes, Rolls and Donuts, the 33 Ann Page Foods, White House Evaporated Milk, famous A&P Teas and Coffees.

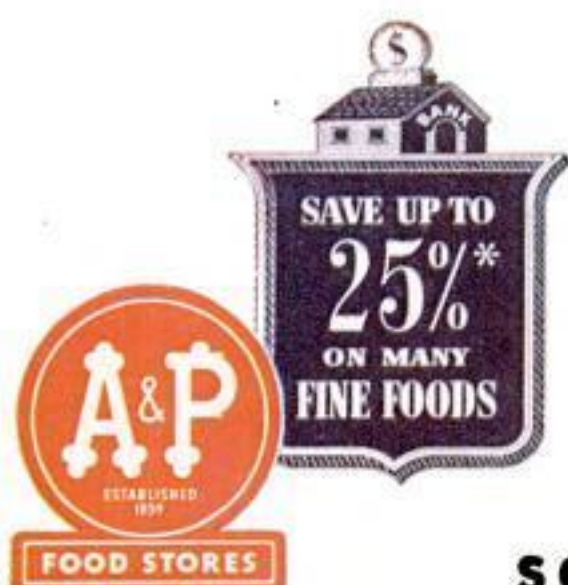
Shop for all your food needs at your A&P Super Market . . . and save on your entire food bill. Come in today and learn how much fun it is to go A&P Super Marketing!



A & P SUPER MARKETS



Enjoy Fruits and Vegetables —
Hours Fresher
At A&P's Produce Department



*Many A&P brands bring you savings up to 25% compared to prices usually asked for other nationally known products of comparable quality. You'll enjoy the goodness of our—

33 Ann Page Foods
A&P Teas and Coffees
Marvel Bread; Jane Parker Cakes, Rolls, Donuts
White House Evaporated Milk
34 A&P Canned Fruits and Vegetables
Sunnyfield Butter, Sunnybrook Eggs
Mel-O-Bit Cheese . . . and many others

SOLD EXCLUSIVELY AT A&P



MASTERY OF MODERN TAP DANCING AND CLASSICAL BALLET ENABLES BETTY BRUCE TO EMERGE FROM A DIFFICULT DOUBLE TURN WITH THIS BEAUTIFUL COILED BODY LINE

BETTY BRUCE

TOO TALL FOR BALLET, SHE WINS
TRIUMPH WITH HER TAPPING TOES

Betty Bruce began dancing almost as soon as she could walk. At 8 she joined the Metropolitan Opera Ballet School. At 10 she was twirling on her toes in such operas as *Tannhäuser* and *Faust*. At 16 she was well on her way toward becoming a ballerina in the companies of George Balanchine and Michel Fokine. And then, suddenly, Betty shot up into maturity, a lovely, willowy girl, too tall for ballet.

Earnestly intent on keeping her fleet feet moving, Betty took up tap dancing. In night clubs in Chi-

cago, New York, Paris, London and the Riviera, she evolved, by combining tap and ballet steps, a glittering ingenious style all her own. Three years ago, in George Abbott's *The Boys From Syracuse*, she got her first chance on Broadway to display it. Last year, in the Shuberts' *Keep Off The Grass*, she mastered it. Now, in George Jessel's *High Kickers*, she emerges as a singer and dancer of star caliber, the brightest spot of whirling artistry in what is otherwise an old-fashioned burlesque musical of costly mediocrity.



WE'LL NEVER FORGET that day! We were romping about when suddenly Buddy's voice piped up from another room in the house. "C'mere, puppies!" he cried—and we came scampering, 'cause we're just as fond of Buddy as he and his folks are of us. You see, Buddy's folks say nothing in the world is too good for their child . . . or for us either!



RICH IN VITAMINS!

Red Heart Provides Abundance of:
Vitamin B Complex (including thiamine, nicotinic acid, and riboflavin)
Vitamin A **Vitamin D**
 Other Essential Vitamins
 and Minerals

Red Heart—America's No. 1 Favorite*—is made in *federally inspected* plants. Contains clean, wholesome meat and meat by-products, including LIVER. It helps dogs grow normally, resist disease, keep glossy coats, develop sound teeth and bones, produce healthy litters, and live a full life span.

OH, HAPPY DAY! Buddy's mother had opened some Red Heart Dog Food for us. How good it smelled—and how good it tasted! She knows dogs get tired of the same-tasting food every day . . . so now we always get Red Heart's 3 swell flavors—Diet A, beef flavor; Diet B, fish flavor; and Diet C, cheese flavor—in rotation. M-m-m-m! What taste variety!



FREE! "Dogs... Their Care and Feeding" and "Official Obedience Rules"

New edition of authoritative booklet—and illustrated folder on obedience rules actually followed at famous training kennels. Two highly instructive guides—covering fundamental rules of training, feeding, and care of your dog. Just write John Morrell & Co., Dept. 41, Ottumwa, Iowa. *Limited Offer!*



**RED HEART
 DOG BISCUITS
 Provide SOLID
 Nourishment**

*According to independent, nationwide surveys.



**THE 3-FLAVOR DOG FOOD
 FEED IN ROTATION**

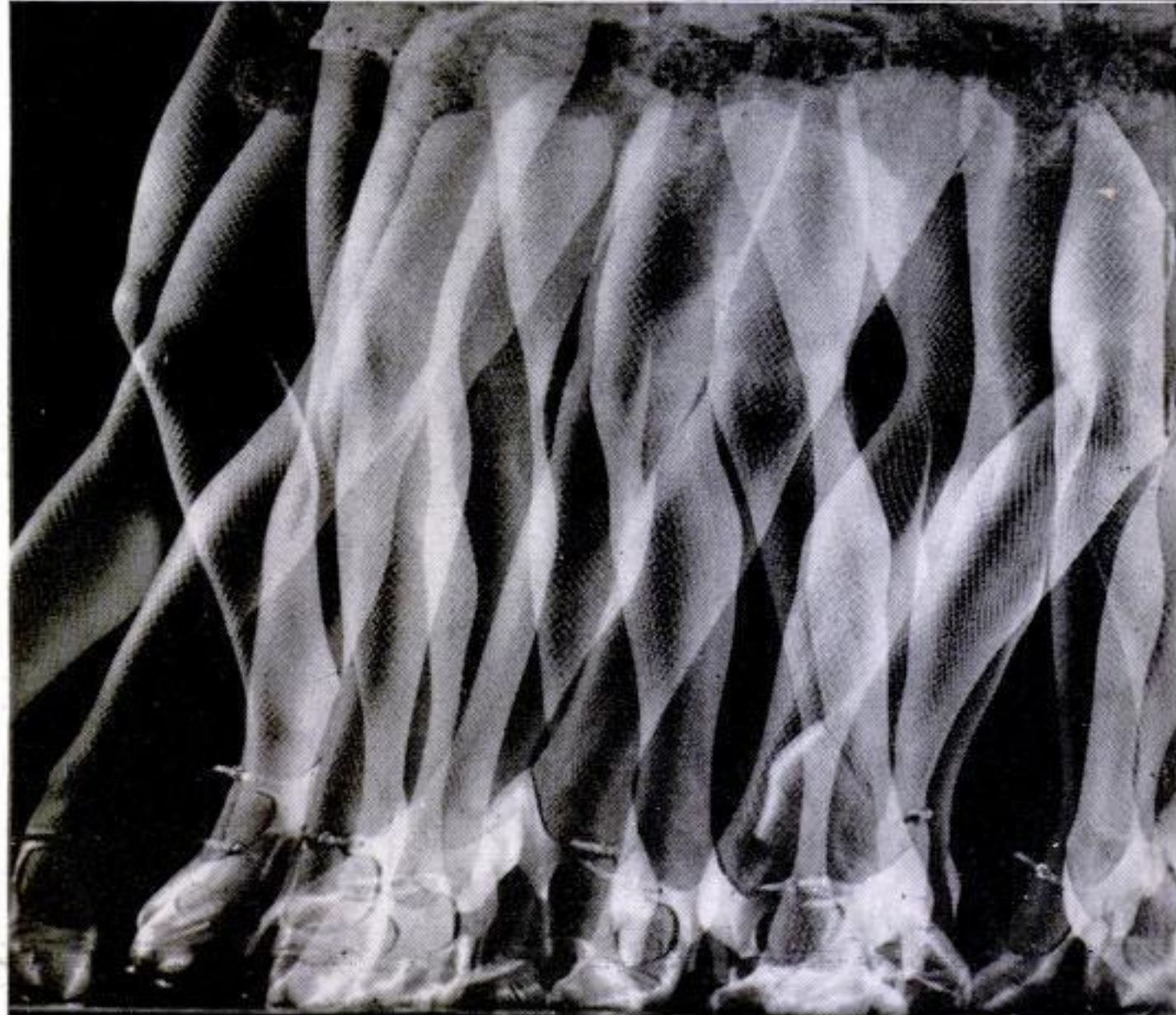
Betty Bruce (continued)



THIS IS HOW BETTY'S AGILE LEGS LOOK IN A SLOW "OFF TO BUFFALO"



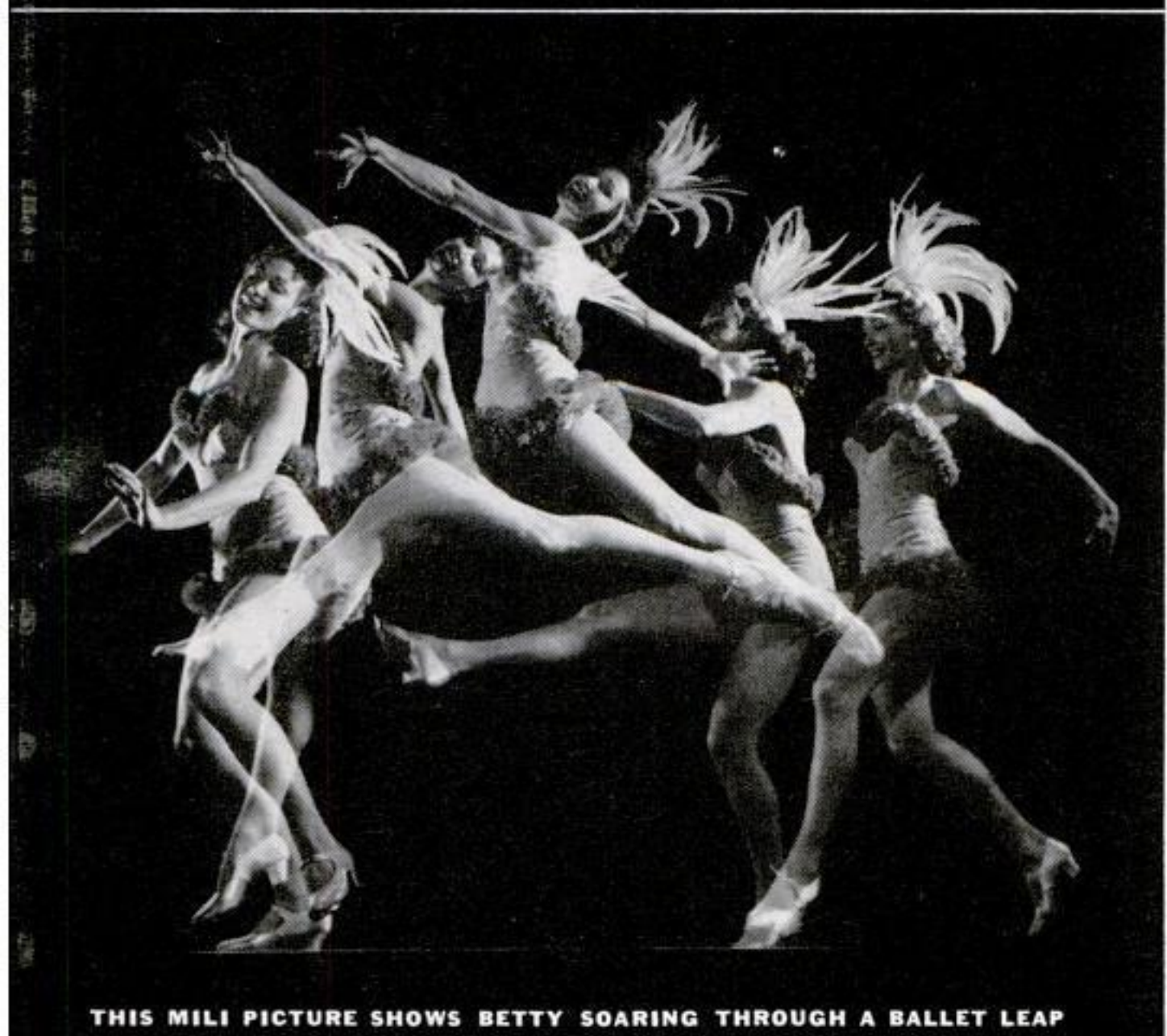
AN OLD-FASHIONED KICK MAKES THIS STRANGE MULTIFLASH PATTERN



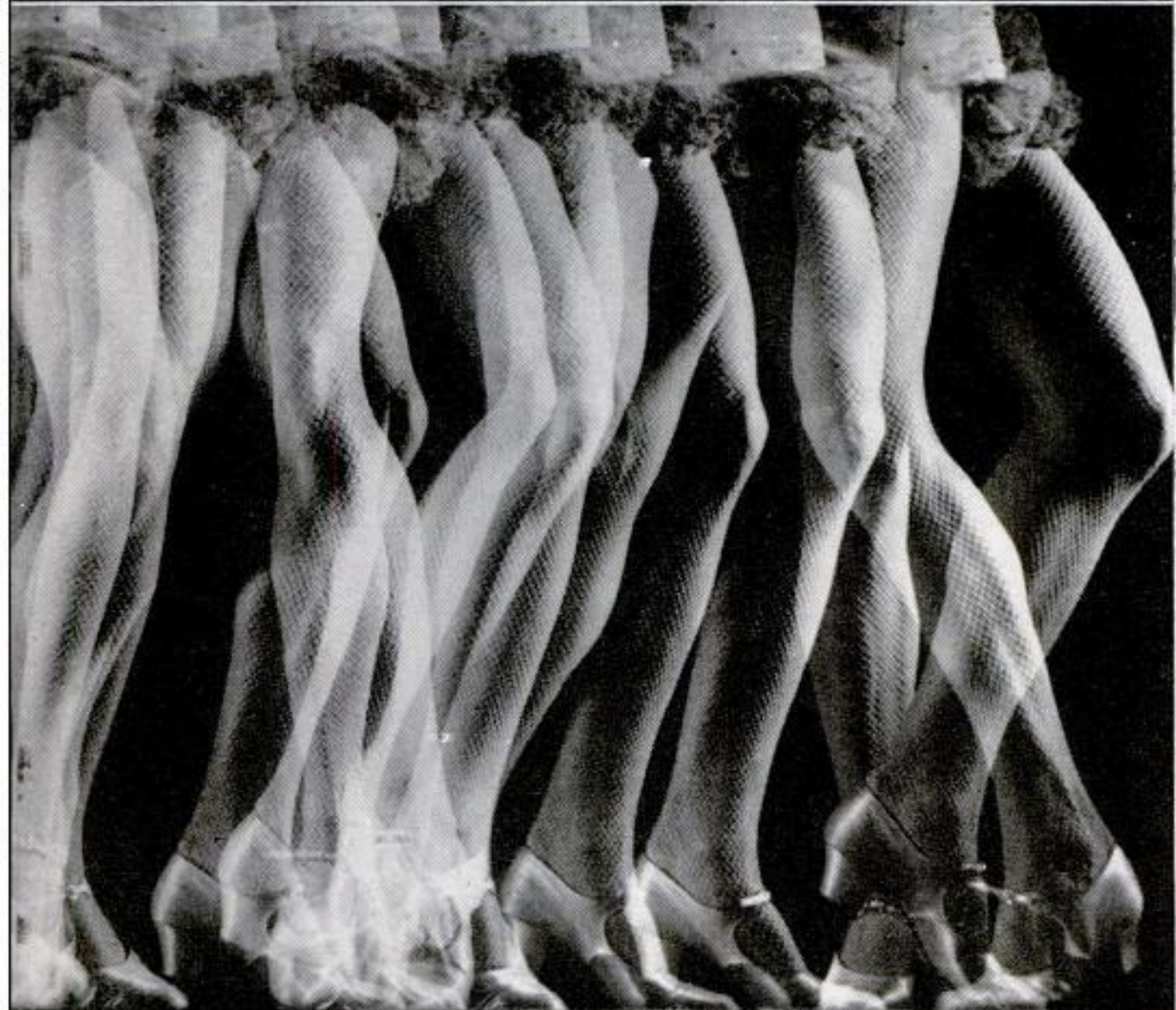
IN AN INTRICATE "LANCASHIRE" STEP BETTY BRUCE'S FEET MOVE WITH



ROUTINE WHEN PHOTOGRAPHED IN SPEEDY MULTIFLASH BY GJON MILI



THIS MILI PICTURE SHOWS BETTY SOARING THROUGH A BALLET LEAP



BEWILDERING SPEED AND FLAWLESS GRACE AS SHE TAPS ACROSS STAGE

CONTINUED ON NEXT PAGE



At home...Texcel saves Junior's Spitfire
... mends torn pages, lamp shades, saves pet possessions from the ash-can. *Transparent* Texcel not only lengthens the life of your irreplaceables, but makes a continually useful *home handyman* for labeling, sealing packages, fastening dress patterns. If you haven't tried this newest, improved Cellophane tape, break your penny bank and invest in a roll or two. **Three sizes 10¢, 15¢, 25¢.**



At aircraft factories...Texcel saves crucial time. They come rolling off the production lines—fast, darting scrappy little fighters, long-range patrol ships and bombers, huge sky transports. And Texcel turns up its sleeves and helps keep 'em rolling. Differently colored strips of Texcel *stick at a touch* to various key parts so they may be instantly identified, quickly distributed to their proper places on the assembly line. Not only in defense but in hundreds of industries, production chiefs depend on giant economy rolls of Texcel to cut costs



INDUSTRIAL TAPE CORPORATION, NEW BRUNSWICK, N. J.



TEXCEL
CELLOPHANE TAPE

TRANSPARENT · STICKS AT A TOUCH · NEEDS NO MOISTENING



Keep Your Car RUNNING BETTER-LONGER

For your pocketbook—and America's—cut motoring expense.

Have your spark plugs cleaned and adjusted, every 4,000 miles, and—

Replace badly worn plugs with new AC's.

Remember,—dirty and worn plugs waste as much gas as one gallon in every ten you buy.

Get Plugs Cleaned
Where you see this SIGN→
—it's all over America!



More AC's are used as original factory equipment on cars and trucks than any other brand of spark plugs.



FOR DEFENSE—AC is delivering,
—on schedule,—aviation spark plugs, machine guns,
standard spark plugs, oil filters, and many other products.

Do Your Part—Buy Defense Bonds

AC SPARK PLUG DIVISION • General Motors Corporation • FLINT, MICHIGAN

Betty Bruce (continued)



High kicking is fun for Betty who practices new steps for several hours a day before the show to keep her legs limber. When not dancing, Betty knits socks for her friends.



A Vegetable Plate you can "fresh-pick" in Winter!

1. If your arm could reach from Florida to Texas to California, you couldn't pick a more delicious mid-winter Vegetable Plate! For these Birds Eye vegetables, bless 'em, are garden-fresh in the middle of the golosh-and-muffler season! Not only that . . .



2. But trouble-free . . . ready to cook. The French Style Green Beans, dewy-fresh as when snipped off the vine; the young and tender broccoli, with even its garden-green color retained; the sweet golden nuggets of Cut Corn, à la Mexican*; the whole works can be ready for the table in 18 minutes flat! Birds Eye . . .



3. Grows only the finest, most luscious of vegetables . . . packages and Quick-Freezes them within 4 hours after picking . . . seals in all their summer flavor for you to "fresh-pick" when you please! Moreover, Birds Eye Foods come ready-cleaned . . . trimmed of all waste. You just . . .



4. Pop 'em into the pot, sit back and beam. And you pay not one cent for pods, or cobs, or stalk ends. That means savings in money as well as in time and work. SO—treat yourself to a real, old-fashioned, summer delicacy—this garden-fresh Vegetable Plate—tonight. You'll bless the name of Birds Eye!

*Saute Birds Eye Cut Corn and serve as Corn Mexican by adding chopped red peppers, pimento, and a dash of chili powder.



Another Grand Combination:
Birds Eye all-beef Chopped Steak fixed your favorite way . . . and garden-fresh Green or Wax Beans! Another Birds Eye budget dish!

MAKE NO MISTAKE! Not all quick-frozen foods are Birds Eye! So look for the Birds Eye on the window and on the package. It guarantees you over 60 first-quality, waste-free Birds Eye Foods. They MUST SATISFY OR MONEY BACK!

NEW RECIPES FOR EVERY DAY! Send for new Birds Eye Cook Book—just out! 64 pages of tempting food dishes. Only 10¢ in coin or stamps. Write to Birds Eye Frosted Foods, Dept. L.M.1-42, Battle Creek, Mich. (Offer good in U.S.A. only.)



The Thriftier

Labels on the meat display:

- HAM SHANK
- LAMB NECK SLIDES
- SHORT RIBS OF BEEF
- END CUT PORK CHOPS
- BEEF FLANK STEAK
- VEAL PATTIES
- LAMB SHANKS
- BLADE BONE POT ROAST
- SPARERIBS
- SALT PORK
- PORK HOCKS
- GROUND BEEF
- LAMB STEW

Something women have been waiting for

Buying Guide to the Thriftier Cuts of MEAT

A 48-page purse-size handbook of thriftier cuts of meat—what to ask for, how to prepare them. A buying and cooking guide to more than 80 thrifty cuts. Just send 5 cents in coin to Dept. L, AMERICAN MEAT INSTITUTE, Chicago.

MORE "MEAT ON THE TABLE"—There is variety, flavor, good nutrition and mealtime satisfaction in these thrifty cuts. Ask your meat-man for the "best buys" right now.

Cuts of Meat



Like all meats, the thriftier cuts bring you important B vitamins and minerals and are a rich source of complete, high quality proteins—plus, of course, that good meat flavor.

This Seal means that all statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.



Ask a hungry man if he wants meat on the table.

Ask a growing boy or girl.

These meat meals they want are being urged today by the government, along with milk, fruits, vegetables and bread for better balanced meals and as part of the national health-for-defense program.

There is a new field of meat buying which will enable you to supplement your present meals with even more of those popular meals built around meat. The way is through . . .

—the thriftier cuts of meat.

As has been pointed out in the government's "model menu," these thriftier cuts have the same high nutritional value as all meats—the same proteins, B vitamins and minerals.

Women who make an art of both cooking and economy are turning to these savory and thrifty cuts to help solve the family's nutri-

THE SAVORY MEAT STEW—a thrifty meat dish with a powerful family appeal. Try this and other thrifty meat ideas suggested in this advertisement. They are a credit to the smart buying instinct of any woman.

tional problems. It is the coming thing and the sensible thing in meal planning.

A New "School" of Meat Buying

Many women are apt to think of thrifty meats in terms of the familiar "stews, loaves and leftovers." Certainly, these are thrifty, but there are so many more.

Now is the time to make yourself at home with these thrifty, truly delicious and nutritive meat dishes.

Men Like Them

Many of these are favorites which men frequently order in restaurants and which they like at home too. For instance, such dishes as a tasty goulash, braised short ribs of beef, ham shanks and cabbage, lamb shanks, hamburger steak, or spareribs and sauerkraut.

Study the thriftier meat cuts on the opposite page and try them soon.

Send for the new handbook of thrifty meat cuts offered on opposite page.

To help explain what you want, show this ad to your meat-man and consult with him about these thrifty cuts. He is anxious to help you.

AMERICAN MEAT INSTITUTE, Chicago

DID YOU KNOW THIS ABOUT MEAT?

Meat is a good natural source of B vitamins (as shown in chart).

The proteins of meat are complete—with all ten of the essential amino acids, the "building blocks" of the body.






Meat contains iron and copper, needed for good red blood, and phosphorus, another nutritional essential.

All meat is 96 to 98% digestible.

Lean meat is important in the modern physician's safe reducing diet.

Proteins, B vitamins and minerals are not stored in the body to any appreciable extent—must be supplied daily in the foods you eat.

The B Vitamins in Meat

In Milligrams	 PORK	 BEEF	 LAMB	 VEAL	 LIVER
B₁ THIAMINE	1.60	.22	.33	.31	.38
B₂ RIBOFLAVIN	.34	.29	.39	.41	3.34
ANTI-PELLAGRA VITAMIN	11.0	8.4	10.0	16.2	35.5

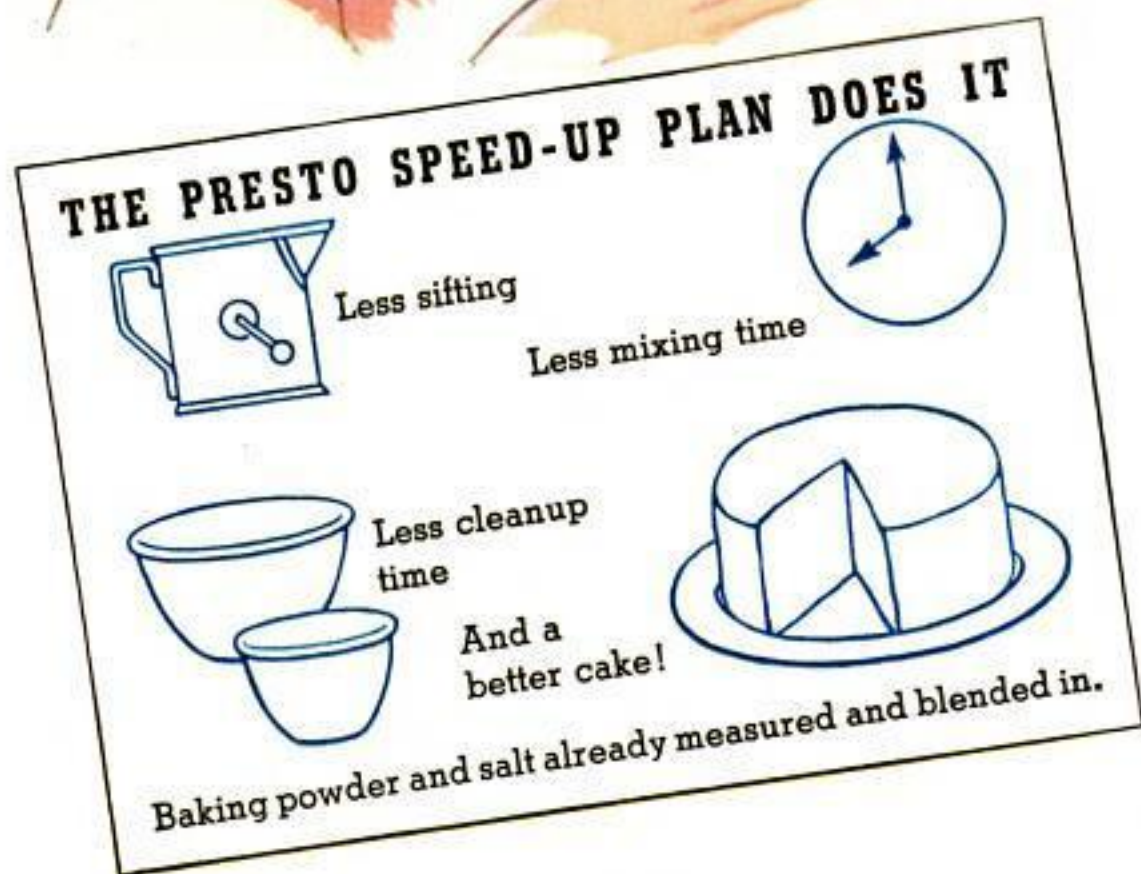
The variety meats, such as kidneys, heart, sweetbreads and brains are equally rich in these nutritional essentials.

This chart shows the vitamin content typical for each ¼-lb. edible portion before cooking. Like most other foods, meat undergoes a change in its vitamin content on cooking, the exact amount depending upon the method of preparation.



Turns "Fraidy Cats" into Champion Cake Bakers

Presto, new type cake flour
with baking powder and salt scientifically mixed
and blended right into it takes the "scare" and guesswork
out of cake-baking—makes higher, lighter cakes in less time



"SHOW-YOUR-COLORS" CAKE

*Timely to serve—less time to make
—with Presto Cake Flour*

Sift, measure..... $2\frac{1}{2}$ c. PRESTO Cake Flour. Set one side.

Cream..... $\frac{1}{2}$ c. white shortening

With..... $1\frac{1}{2}$ c. sugar

And..... 2 tbsp. milk

Also..... 1 tsp. vanilla. Beat very light and fluffy.

Measure, mix..... $\frac{1}{2}$ c. each milk and water. Add to creamed mixture alternately with about $\frac{1}{2}$ c. PRESTO at a time. Stir smooth after each addition.

Stir in..... $\frac{1}{2}$ c. shredded coconut (if desired).

Beat stiff..... 4 egg whites. Fold lightly into mixture. Pour into deep, square, sheet cake pan, greased, lined with wax paper, and the paper greased. Level the batter in the pan by hitting the bottom of the pan flat upon the table hard two or three times. Bake, cool, frost with smooth white cooked frosting and decorate as illustrated with red and blue candy stars.

BAKE: 350° 55-65 minutes. MAKES: 1—9x9x2½ sheet.



Remember—no baking powder or salt when you use Presto Cake Flour.



With Presto Cake Flour you'll find yourself baking things like this once a week where formerly you hated to tackle them even once a month.

- glorious cakes
- delicate waffles
- fluffy biscuits
- things your family never gets enough of.

The reason is the remarkable never-miss quality of Presto and the time it saves.

The secret is the premixing and preblending—just the right amount and right kind of baking powder and salt are scientifically mixed and blended right into the flour.

It comes down to these three

advantages over old-style cake flour:

1. Presto speeds up cake-baking (less sifting, less mixing)
2. Presto eliminates mistakes (you can't use the wrong type or amount of baking powder or salt)
3. The mixing is done much more scientifically than you could possibly do it yourself. By actual test Presto-made cakes are higher and lighter than when these very same ingredients are mixed by ordinary kitchen methods.

Try Presto with your next batch of baking. Overnight, you too can become a "championship cake baker." Look for the blue and white box with the big chocolate cake on the front.

Presto Cake Flour puts your cakes in the premium class without premium price.

10 EASY TESTED RECIPES RIGHT ON THE BOX

(Send for illustrated 40-page recipe book—3 cents in stamps—to Nancy Holmes, Hecker Products Corporation, 88 Lexington Avenue, New York City.)



Certainly you can make biscuits quicker—and make them lighter too—with Presto, the cake flour that brings better results in a hurry!



THE SIMPLE IMPRESSIVE LIMESTONE BUILDINGS OF ROCKEFELLER CENTER LIE BETWEEN SIXTH AVENUE AND FIFTH AVENUE FROM 48TH TO 51ST STREET IN MIDTOWN, MANHATTAN

ROCKEFELLER CENTER

IT IS THE HUB OF VAST ENTERPRISES

If enemy bombs should burst among New York buildings above and disable Rockefeller Center, the shock would set the activities of a multitude of men trembling like the needle of a seismograph. In distant jungles the geo'ogists of great oil companies would pause in their prospecting. In hospitals, colleges and laboratories the beneficiaries of the world's greatest philanthropist would wonder. The workers in great rubber, chemical and glass plants would be cut off from their executive brains. The flow of news from the world's biggest news distributor would be interrupted. Millions of radio "soap opera" listeners would be stranded in suspense. The foreign offices of 18 countries would be deprived of

their most important U. S. consulates. And the issue of the world's biggest news-picture magazine might come out, very apologetically, a day or two late.

This group of buildings in which are focused the vital activities of a big segment of U. S. industrial power began as an effort by John D. Rockefeller Jr. to provide a site for a new New York opera house. When the opera project flopped and Mr. Rockefeller found himself with a long, \$3,600,000-a-year lease on twelve acres of Manhattan land, he proceeded to apply the bold imagination, well-meant altruism and hard-cash practicality which have been the earmarks of Rockefeller enterprise. The result is a dozen limestone office

buildings and two big theaters which have become the country's greatest showplace, tourist attraction, broadcasting source and business center.

To locate the Center's units, start at bottom middle of picture above. This is Sixth Avenue & 48th Street and the structure is the U. S. Rubber Co. Building which is built over the Center Theatre. Move clockwise up Sixth Avenue to the left. The next building is the low RCA Building West extension of the 70-story RCA Building which dominates the Center. Next along Sixth Avenue is the RKO Building which also houses the enormous Radio City Music Hall. Hidden behind the RCA Building is the Associated Press Building. Peeping out at right of the RCA Building is a corner of the 41-story International Building, across Fifth Avenue from the spires of St. Patrick's Cathedral. Turn right down Fifth Avenue to the low British Empire Building and its twin, the Maison Francaise. Next comes the 36-story Time-Life Building. Look left now at the thin building rising out of a low roof. This is the Eastern Air Lines Building and roof terrace around it runs toward Sixth Avenue and U. S. Rubber Building.

ROCKEFELLER CENTER (continued)



Owner is John D. Rockefeller Jr., the biggest stockholder in Rockefeller Center Inc., here conferring with two of his sons, Laurence, 31, and John D. III,

35. His office furnishings, rugs, paneling and medieval fireplace (which doesn't work) were all transported bodily from Mr. Rockefeller's former office.



Biggest tenant is National Broadcasting Co. whose master control board is below and whose chairman, David Sarnoff, also the head of RCA, is above. On

his desk Mr. Sarnoff, who was once a telegrapher, has telegraph key on which he taps out messages to a vice president named Winterbottom.



DANISH COUNT IVAN BERNER AND WIFE SELL RARE STAMPS IN CENTER SHOP

FAMOUS TENANTS RENT

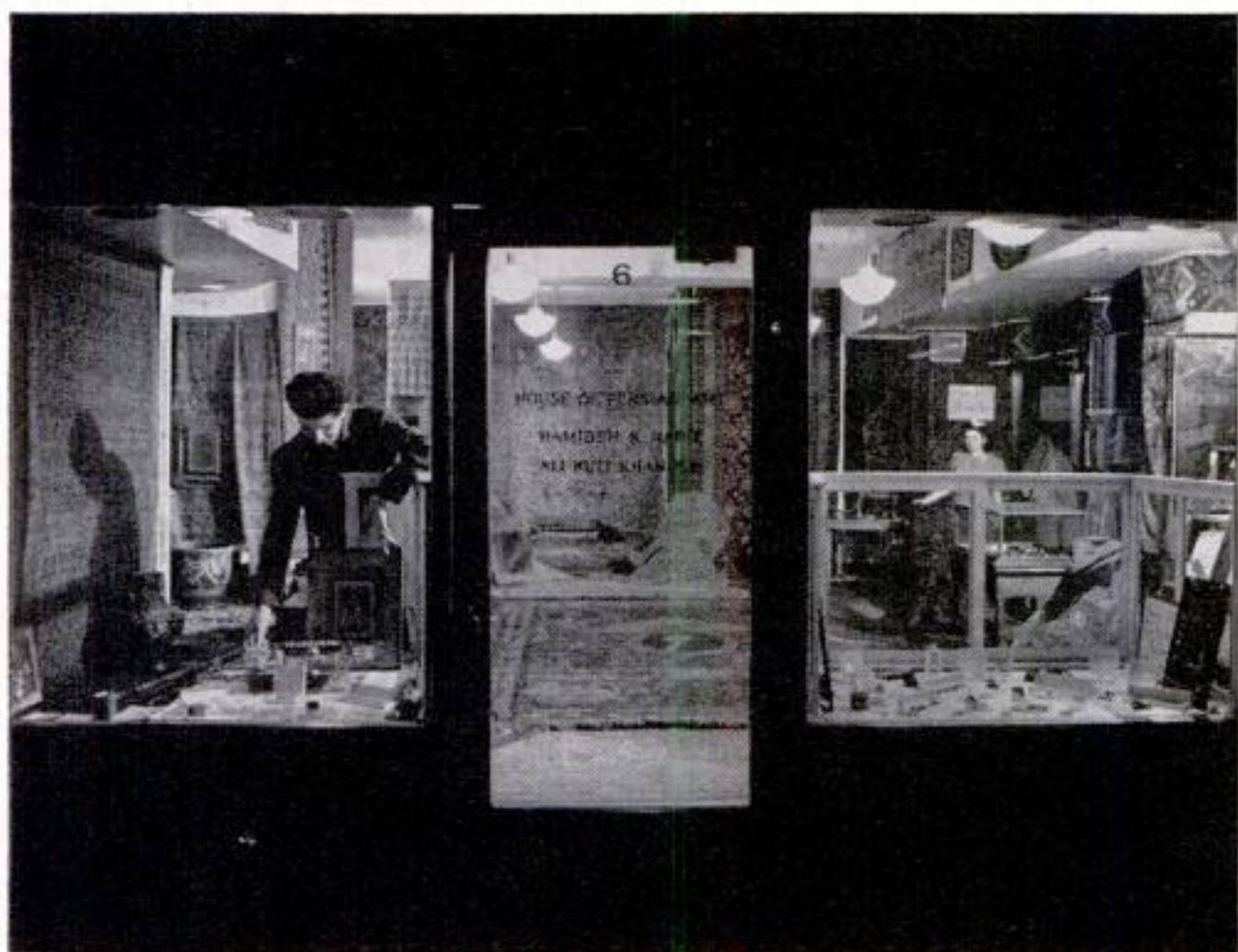
The people touring through Rockefeller Center get so much of gardens and glamor, murals and marbled halls, sculpture and statistics (see p. 62) that they usually overlook the main purpose of the Center which is to provide space where people can work. The handsome buildings are simply limestone shells put up to support layers of floors which can be cut up by office walls. In the plain cubicles of clerks and the carpeted sanctums of the Bosses, the important business of the Center goes on.

Some of the Center's tenants are great and some seem goofy. The great ones include RCA, U. S. Rubber, RKO, American Cyanamid, Pittsburgh Plate Glass, Standard Oil of New Jersey, Consolidated Oil, Curtiss Wright, Eastern Airlines, Associated Press, Shell Oil and on and on. The RKO Building is full of theatrical agents. A whole floor of the International Building is given over to dentists. The Center's basements are lined with shops that sell rugs, nuts, crockery, canaries, books, jelly, Girl Scout uniforms. A man could get almost everything he needs for comfortable living in the Center although he cannot buy a night's lodging there or get liquor in bottles.

When the Center was first put up, it was greeted with general dis-



International activities abound in the Center which is full of trade commissions, consulates, tourist bureaus. This is the staff of the Netherlands Information Bureau.

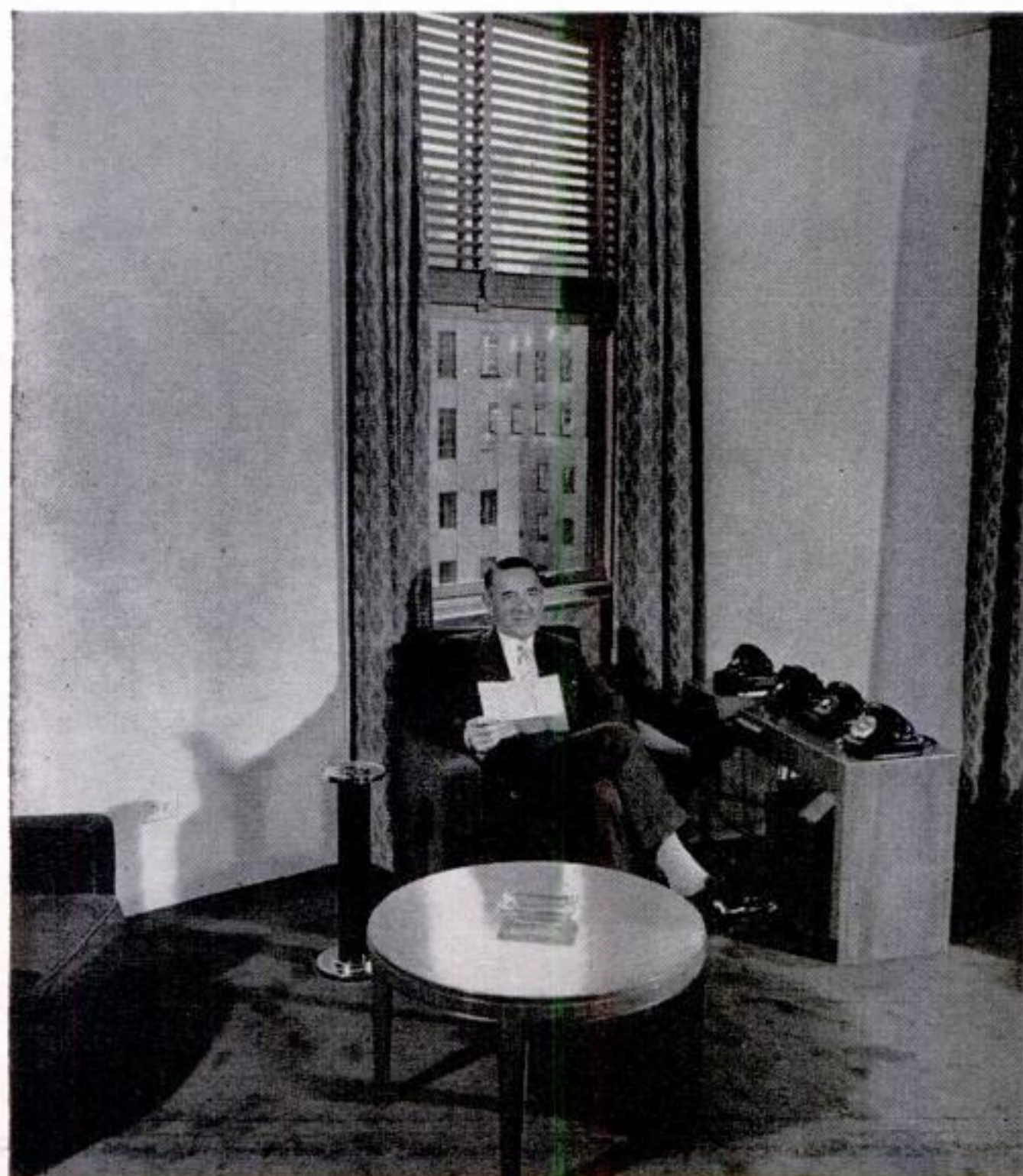


FORMER PERSIAN AMBASSADOR ALI KULI KHAN SELLS RUGS IN THE BASEMENT

FROM FAMOUS LANDLORD

belief and derision. Mr. Rockefeller was advised by the press and public that he was pouring money into a profitless pit. Today the Center is about 97% rented and is beginning to make money. Tenants pay an average of about \$3 a square foot for space. They get heat and water free but have to pay for light and cleaning. Generally they are very happy in the Center.

The best-known tenant in the Center is also its owner, John D. Rockefeller Jr., who occupies a whole floor in the RCA Building. His second son, Nelson, is president of the Center but he is now in Washington on leave of absence to promote Pan American goodwill. Two other Rockefeller sons are on the Center's board of directors. Mr. John Jr. is not a director but he is very much the Center's boss. He makes personal tours around the buildings to look at construction progress or to see how the chrysanthemums or the cacti or the ice rink in the Plaza are doing. Any fairly large Center question is usually presented to him for consideration. When his associates wanted to name the 65th-floor restaurant the "Stratosphere Room," Mr. John objected. "It would give people a wrong idea of how high up it is," he said firmly and his associates finally settled for the name Rainbow Room.



The press gets its news from Associated Press. This is A.P.'s General Manager Kent Cooper who scorns desks because they get cluttered, works at table with four phones.



Press Agent Russell Birdwell, who likes publicity for himself as well as for his clients, brings a goofy Hollywood touch to the Center. Lolling while he

works, Birdwell takes pains to point out that he is lying on rare Victorian couch, in back of which hangs an antique Italian embroidered silk panel.



Perfumer & prophet, Jacqueline Cochran (above) and Norman Bel Geddes (below, right), work in the Center. Miss Cochran, the lady flier, sells cosmetics

under trade name "Wings to Beauty." Mr. Geddes, who dreams up futuramas, keeps a big staff of architects, draftsmen, engineers and scholars.



SIGHTSEERS FIND IT FASCINATING

Because he owns the Center, John D. Rockefeller Jr. has become an important restaurant operator (Rainbow Room), owner of the world's largest theater (Music Hall) and operator of the country's biggest tourist business. Rockefeller Center lures more tourists than any other place in America, even including Niagara Falls and Mt. Vernon. Sightseers wander

over roof gardens where roses grow, birds nest and bees make honey. They peer out at the city's environs from the 70th-floor roof. They admire the art in the lobby, play with the gadgets in the science museum, gape at the stars in the broadcasting studios, gasp at the size of the Music Hall whose lobby is magnificent and whose powder rooms are positively palatial.

EVEN TOURISTS WHO COME TO THE RADIO CITY MUSIC HALL EXPECTING TO BE IMPRESSED ARE LEFT BREATHLESS AT THE GRANDEUR OF ITS TALL MIRROR-LINED LOBBY





THE CHANNEL WITH ITS FOUNTAINS LEADS FROM FIFTH AVENUE DOWN BETWEEN THE FRENCH AND BRITISH BUILDINGS TO THE LOWER PLAZA AND THE BRONZE "PROMETHEUS"



At 50th Street & Rockefeller Plaza, the hard streets are softened by greenery. Here is the International Building (right) and A. P. Building (left). Important doorways have decorations.



A garden of roses covers terrace of U. S. Rubber Co. Building in summertime. Beyond tall "Etoile d'Holland" bush are RCA Building, St. Patrick's spires, Saks Fifth Avenue roof.

CONTINUED ON NEXT PAGE



THE ROCKETTES, WHOSE WONDER NEVER CEASES, PRANCE A PRECISE MILITARY NUMBER ON MUSIC HALL STAGE. NOTHING IN THE CENTER IS AS POPULAR AS THE ROCKETTES



John D. Rockefeller Jr. works in a wood-paneled office in the southwest corner of the 56th floor of the tall RCA Building. He sits in a carved antique oak chair behind a long table.



Netherlands Club members, who are of Dutch descent, drink a short gin before lunch. Club is in Eastern Air Lines Building, which was to be called Netherlands Building until war came.



SEEN FROM THE 31ST FLOOR OFFICE OF LIFE'S MANAGING EDITOR, ROCKEFELLER PLAZA IS A GAY WINTER SCENE WITH SKATERS SWIRLING COLORFULLY ON ARTIFICIAL ICE

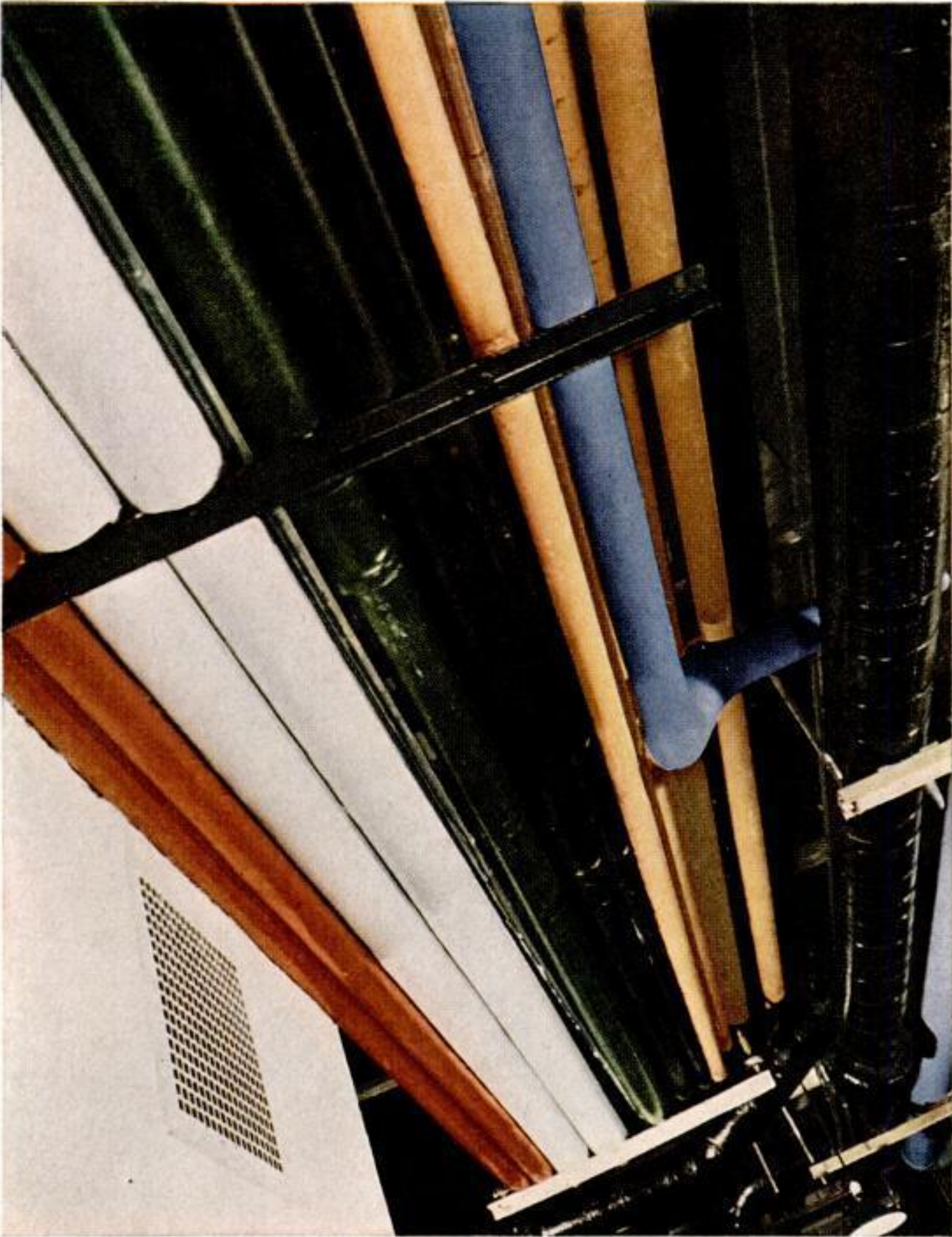


The humidor room at Dunhill's tobacco shop is lined with 250 wooden humidors, each one of them filled with a special kind of cigar for special customers whose names are on boxes.



Harry Sinclair's gold-plated washroom is popular Center myth. The oilman's legendary gold-plated pipes, however, are only standard brass plumbing, lacquered so that they look like gold.

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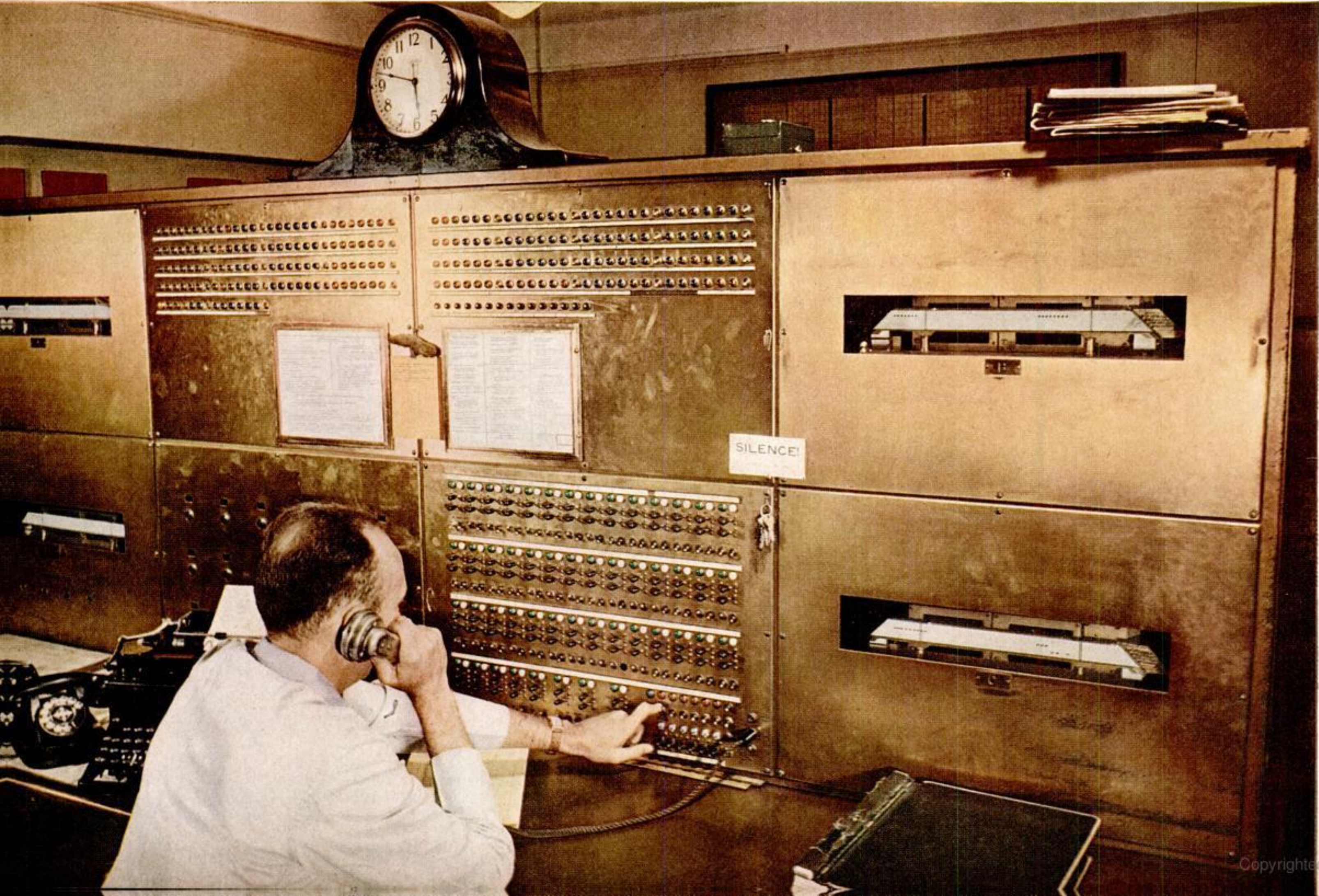


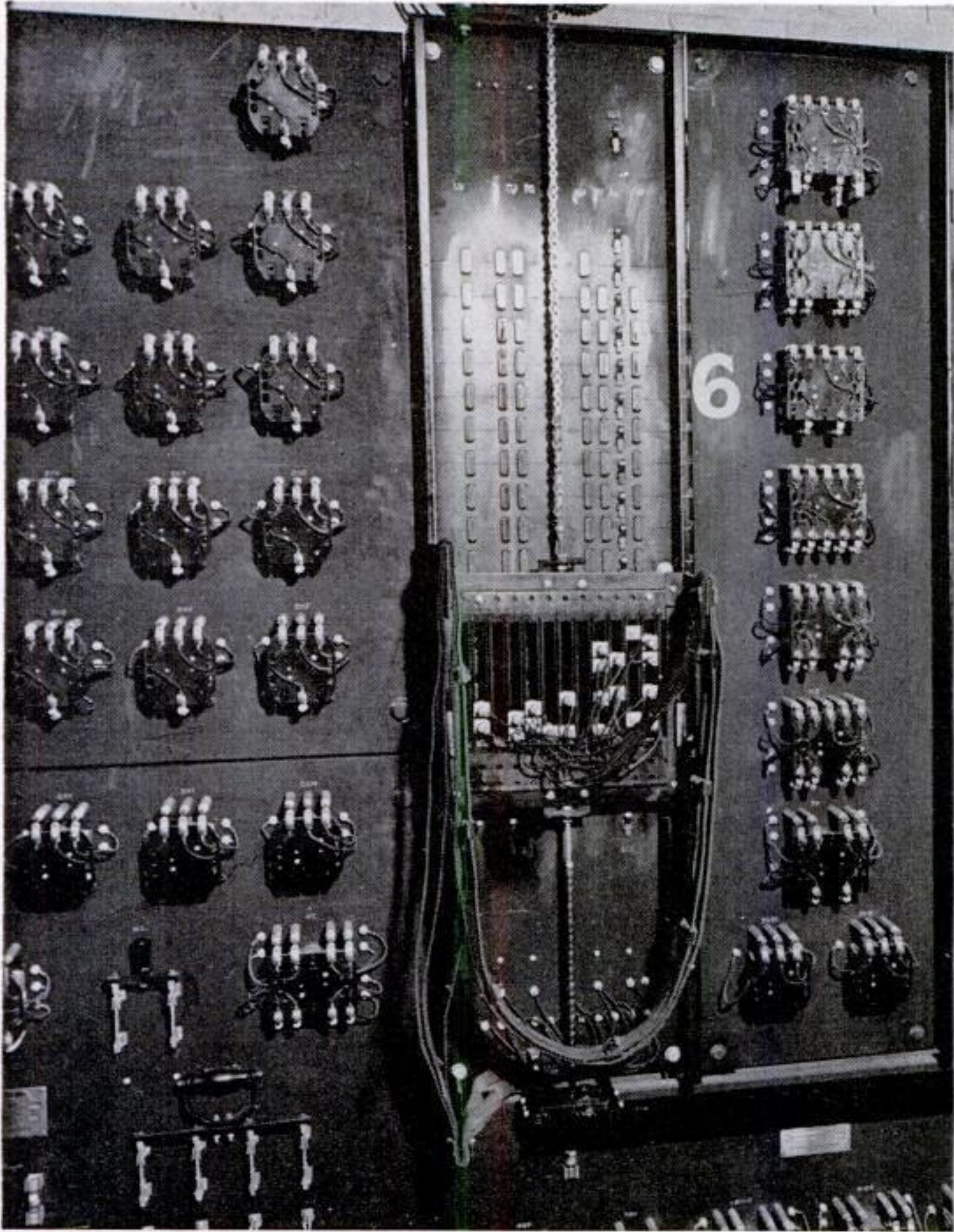
Pipes under the Center Theatre are known by color: red is hot water, white is refrigeration, green is vacuum cleaning, black is air conditioning, blue is ice water, and yellow is heating.



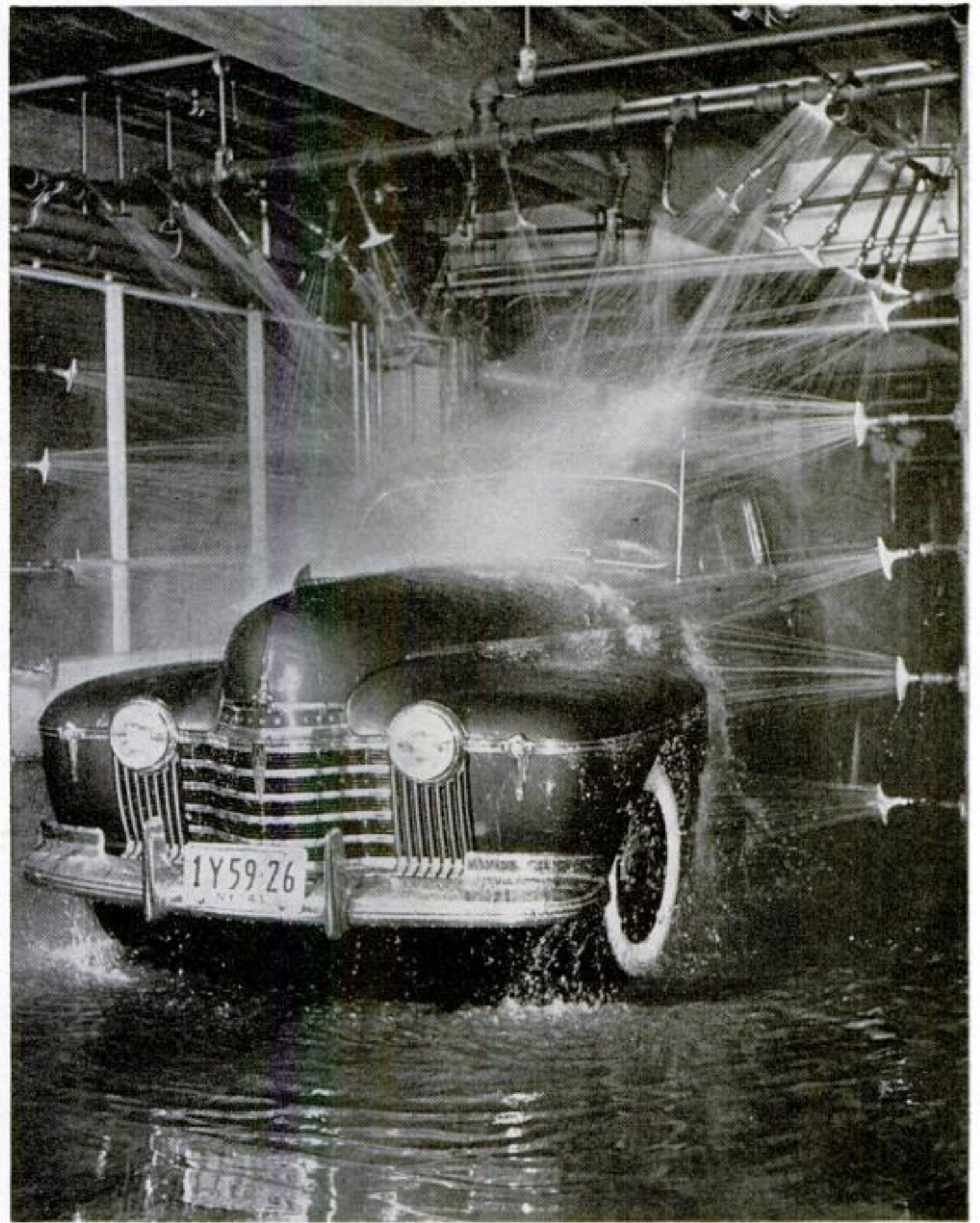
Dusting schedule is kept on big board in cleaning headquarters. Colors identify building and progress of work. Panels at top show the kind of dusting to be done, i.e. walls, Venetian blinds.

CENTRAL CONTROL BOARD CONNECTS BY PHONE WITH ALL CENTER PATROLMEN AND ELEVATORS. LIGHTS AND RECORDING TAPES KEEP TRACK OF PATROLMEN ON THEIR ROUNDS



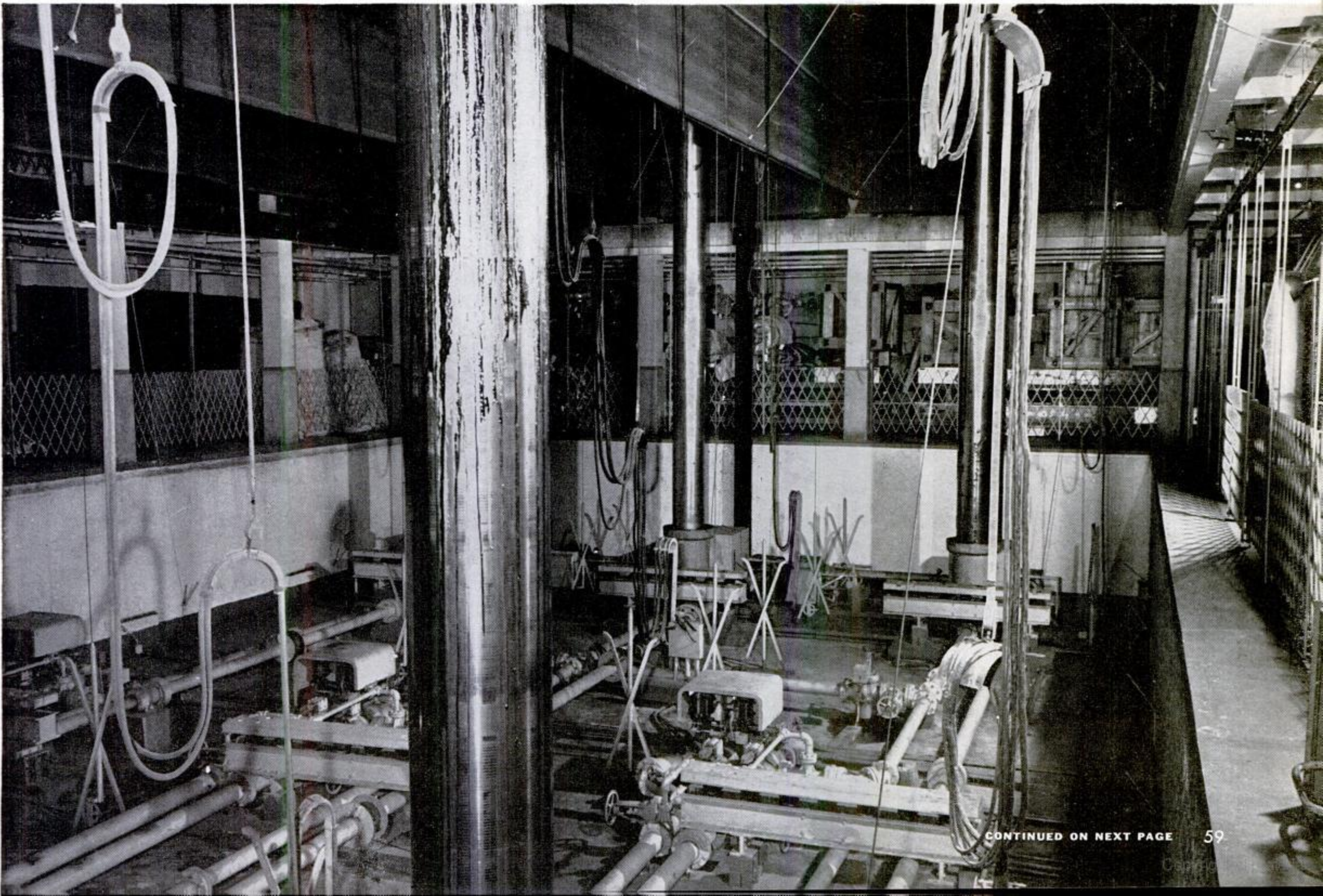


Automatic elevators are guided by miniature cars. They stop opposite spaces representing floors where buttons have been pushed. Real elevators, synchronized with them, stop too.

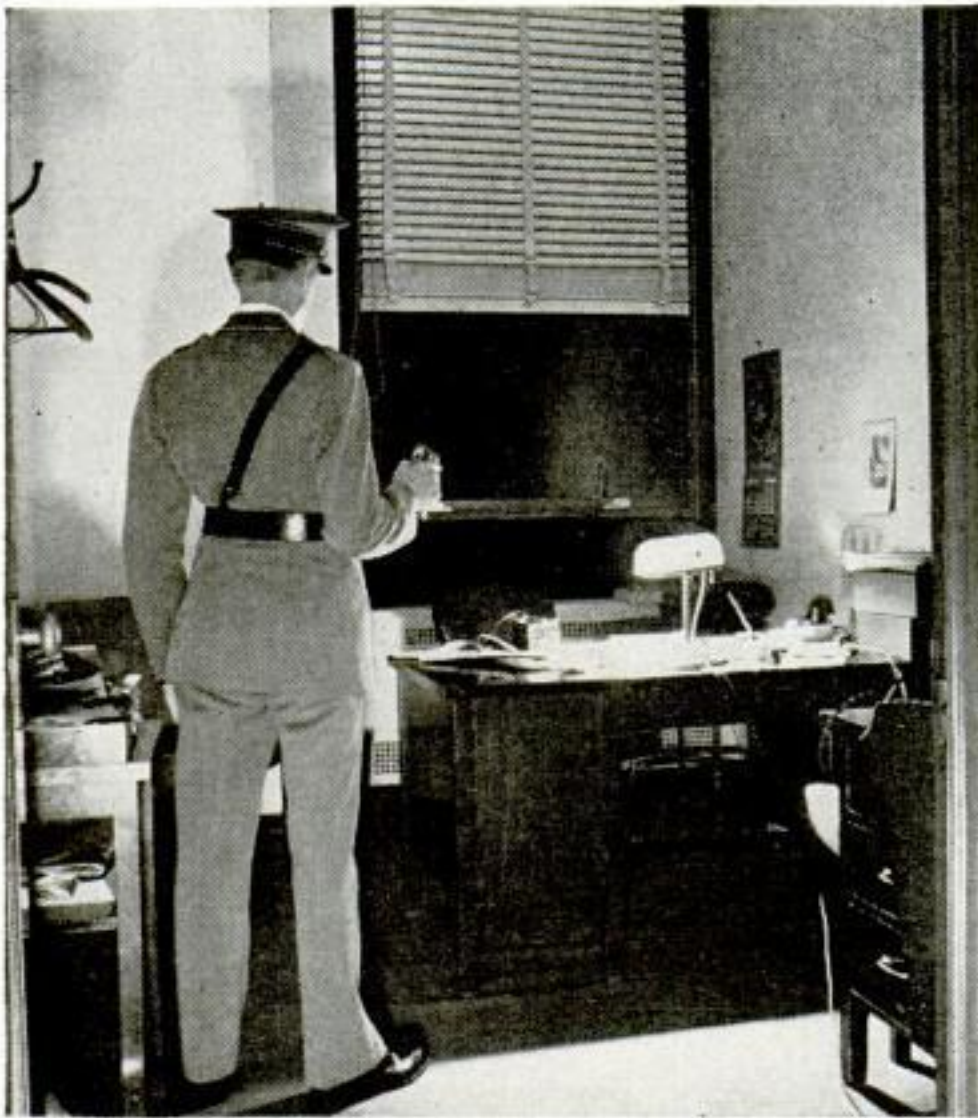


Automatic car washing is done in the Center garage, built on sensible plan to keep autos off the streets. Full of modernistic ramps, the garage looks like an architect's vision of things to come.

MUSIC HALL STAGE HAS THREE ELEVATOR SECTIONS OPERATED BY MASSIVE PISTONS, MAKING SCENERY AND ROCKETTES APPEAR AND DISAPPEAR WITH WONDERFUL EFFECT



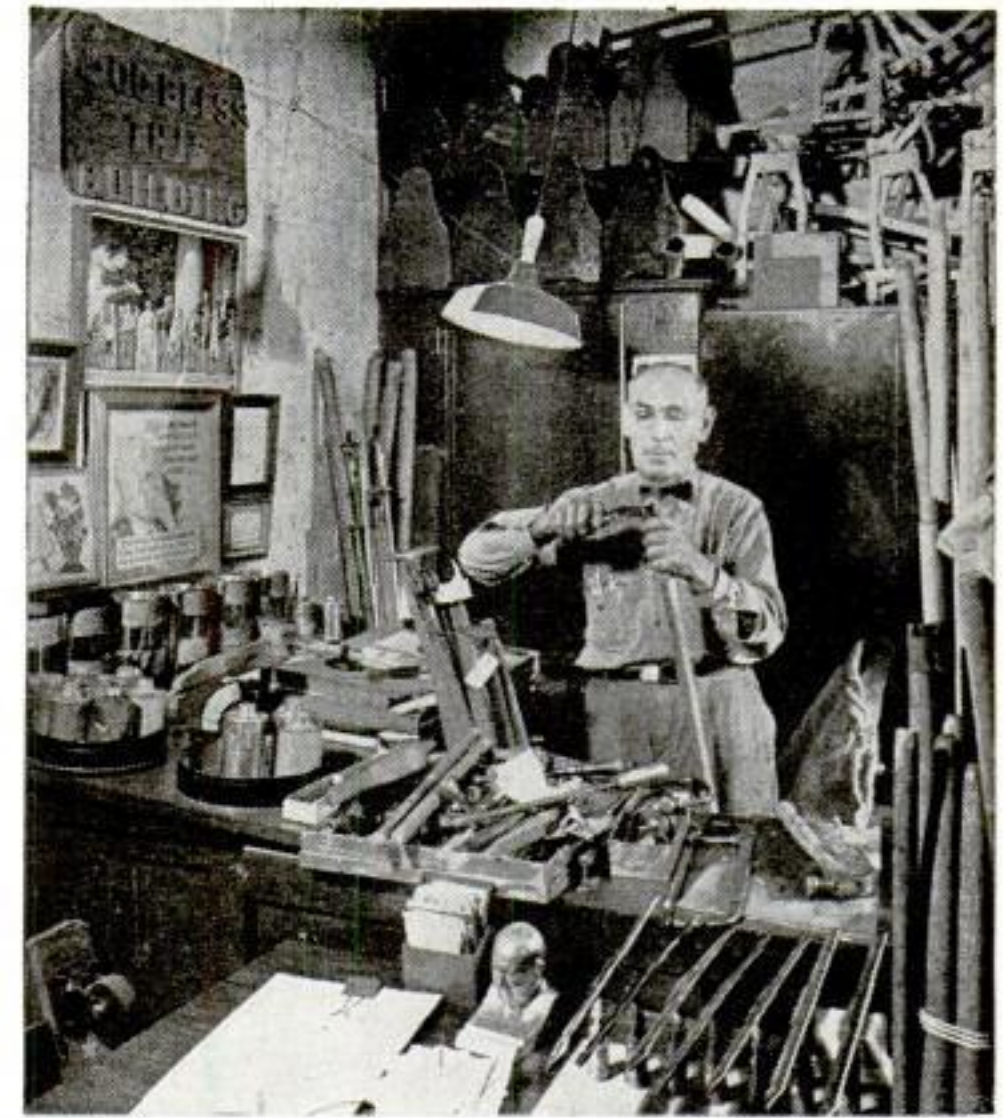
ROCKEFELLER CENTER (continued)



Night watchman finds four building regulations violated: the light on, window open, blind up, valuable camera not locked up.



Kerosene lamps, whose fuel sales once meant millions to Rockefeller, are set out two to each floor as air-raid precaution.



Mop repairs are done by Peter Podnuck who carves pious Rockefeller-like mottoes and hangs them on walls of his workroom.

THE ARMY OF CLEANERS LINES UP IN THE CENTER'S GYMNASIUM: BIG MACHINE IN FRONT IS MECHANICAL SCRUBBER, BEHIND ARE FLOOR POLISHERS. THEN COME VACUUM CLEANERS

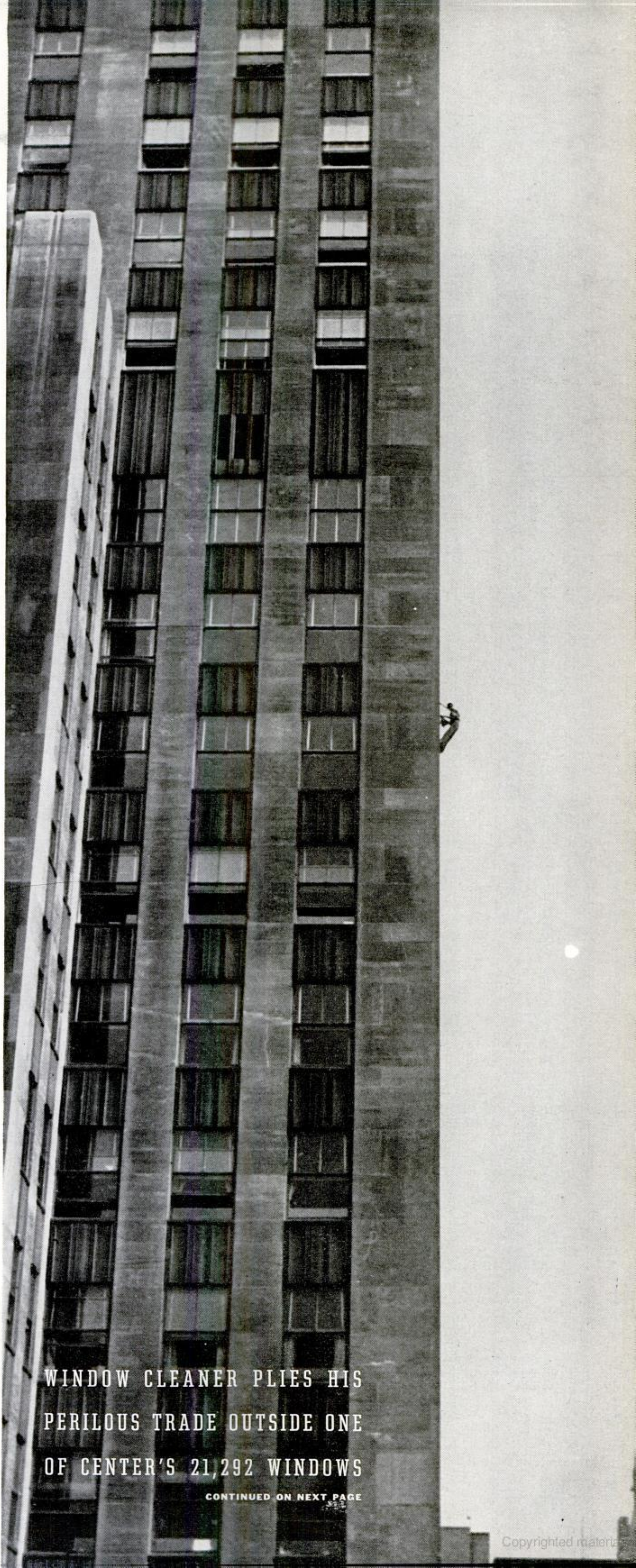


A BIG ARMY OF CLEANERS GOES TO WORK AT NIGHT

When day is done and the workers leave their limestone hives, an unobtrusive army moves in on the Center to mop and polish and remove the traces of the daily struggles. Proceeding in orderly fashion, cleaning women move in at 7 p. m. and are out by 1:15 a. m. They sweep, dust desks, generally pick up things. Night porters, who do heavier work, come in at 11 p. m. and go out by 7:30 a. m. as do specialists like furniture retouchers and spot removers. "High dust-ers," who dust tops of high cabinets, high moldings, etc., work on an earlier shift—from 6:30 p. m. to 3 a. m.

Nobody realizes how much trouble the Center sees—basins that get clogged, windows that stick, pipes that leak, radiators that grow cold and ice water that turns warm. The Center's motto is that the tenant is always—or almost always—right. Though it seldom scolds tenants, the Center has found it necessary to chide tobacco-chewing executives and warn them that their bad aim is ruining their expensive rugs.

AND SQUADS OF CLEANING WOMEN. WHITE UNIFORMS SIGNIFY SUPERVISORS



WINDOW CLEANER PLIES HIS
PERILOUS TRADE OUTSIDE ONE
OF CENTER'S 21,292 WINDOWS

CONTINUED ON NEXT PAGE

(continued)

THE STATISTICS OF ROCKEFELLER CENTER

Cost of constructing the Center_____ \$70,000,000

Virtually all the land belongs to Columbia University which at end of 87 years will get back its land with all the buildings standing upon it.

Number of firms leasing space_____ 1,400

Annual rent collected_____ \$12,000,000

Mortgage on Center_____ \$45,000,000

It is the largest single mortgage ever negotiated and is held by the Metropolitan Life Insurance Co. Annual amortization payments have reduced Center's mortgage to \$30,000,000.

Number of people who work in Center_____ 26,000

Twelve thousand of them come to work between 8:50 and 9:05 a. m.; 60%, surprisingly, are men.

Number of daily visitors, business and pleasure_____ 125,000

Number of elevators_____ 198

They give 230,000 passenger rides a day, make 60,000,000 stops a year, cost \$500,000 to run.

Speed of fastest elevator_____ 1,400 ft. per min.

Height of highest building (RCA)_____ 850 ft.

Depth of lowest basement_____ 65 ft.

Number of restaurants_____ 22

All but the Rainbow Room and Grill are operated by the Union News Co. whose main business is running newsstands at railroad stations.

Number of schools in Center_____ 13

They teach how to speak foreign languages, dance ballet, play golf, model dresses, write shorthand, speak on radio, do textile designs.

Amount of steam to heat buildings, per year_____ 300,000,000 lb.

Bought from N. Y. Steam Corp. Could drive 20th Century on 163 N. Y.-Chicago round trips.

Number of telephones in Center_____ 22,000

This equals number of phones in Peru, South America, in Troy, N. Y. or Kansas City, Kan.

Capacity of Radio City Music Hall_____ 6,200

Real-estate taxes paid per year_____ \$2,743,000

Lowest rent charged (annual)_____ \$1

This rental is paid by U. S. Passport Agency which, because of war, has only a few customers.

Number of cleaning workers_____ 610

Amount of soap used to clean Center per month_____ 2,800 lb.

Also 1,000 lb. of alkaline cleaner, 180 lb. of disinfectant, 110 gal. of brass polish, one ton of rags and 100 lb. of steel wool. Also 600 old razor blades used to scrape up hundreds of pounds of chewing gum from floors, lobbies and sidewalks.

Life begins
with
**VITAMINS
PLUS**



We all dream of the "good life", yet so many of us put up with an energy-lacking existence. In many cases this is solely due to a deficiency in the daily vitamin intake.

What can such a person do about it? Simply this: take VITAMINS Plus as a supplement to the diet. Result: increased well-being... added zest... and the feeling that life really does begin with VITAMINS Plus.

VITAMINS Plus was created to bring to the average person easy-to-obtain vitamin protection. That is why VITAMINS Plus gives you not just one or two or three of these factors, but significant potencies of these essential vitamins: A, B₁, C, D and G, and for added effectiveness, liver concentrate and iron.

Every person should investigate the value of taking two tiny VITAMINS Plus capsules daily as a supplement to the diet... ensuring an increased supply of vitamins, which are so necessary to zestful living!

Start the VITAMINS Plus vitamin routine today... and discover the difference!

18 days' supply ... 1.50
36 days' supply ... 2.75
72 days' supply ... 5.00



Copr. 1941, Vitamins Plus Incorporated

In Nylon...
Glamour Legs
by Mojud

MOJUD NYLON

● In famous Mojud stockings you'll find du Pont's nylon, the miracle yarn, at its best... in sheerness... in beauty... in wearing quality.

● Every pair of Mojud stockings, whether of nylon or other fabrics, is made with loving care to bring you beauty... glamour... extra wear. Sold by better stores from coast to coast.

MOJUD
the dependable
HOSIERY

TRADE MARKS REGISTERED. COPYRIGHT 1942
MOCK, JUDSON, VOHRINGER CO. OF N. Y., INC.

wonderful time! after dinner, Kay (who knows every trick of being a good hostess) served Richardson's mint and it has the most perfect flavor! The



only 10¢ a package and you can get them at grocery stores, five and ten, supermarkets, etc. I went right out and bought four packages, and the children are crazy about them too! How are

A man gets "grown-up" faster when he *eats* his milk, too!

The long and short of it is—a man has "responsibilities." One of the biggest is getting plenty of milk, to grow up strong and husky and full of pep.

But lots of times a fellow's too busy—or too full—to *drink* all the milk he needs. Best way is to have him *eat* his milk too, in extra-good dishes made with extra-rich Carnation.

The very things that make babies thrive on this safe, pure milk are the things that make it ideal for your young man. The nourishing milk solids of fine whole cow's milk—all of them—for only part of the natural water is removed. Then there's Carnation's easy-to-digest soft curd. And the "sunshine" vitamin D it's enriched with. All wonderfully good . . . wonderfully healthful!

Times change—and a fellow's clothes . . . and voice . . . and feeling about girls. But one thing goes right on! The job Carnation Milk can do for him. Diluted half and half for drinking . . . taken "straight"—like cream—on fruit and cereals. And eaten, in dozens of dishes he'll go for. Try him on the pudding recipe given here—and you'll see!

PARADISE PUDDING

Soak 1 tbsp. gelatin in $\frac{1}{4}$ cup cold water 5 min. Dissolve in $\frac{1}{2}$ cup Carnation Milk, diluted with $\frac{1}{2}$ cup boiling water and scalded. Cool. Cut 12 candied cherries, 12 marshmallows and 6 macaroons in small pieces. Whip thickened gelatin. Fold in the ingredients and 2 cups Carnation Milk, whipped. (To whip, chill icy cold.) Top with whipped Carnation Milk and cherries. Serves 10.



FREE! And a wonderful help in meal planning. Big 48-page, book of milk-rich recipes, soups, entrees, vegetables, desserts. Ask for "The Carnation Year Book of Menus and Recipes." Address Carnation Company, Dept. L4, Milwaukee, Wis.

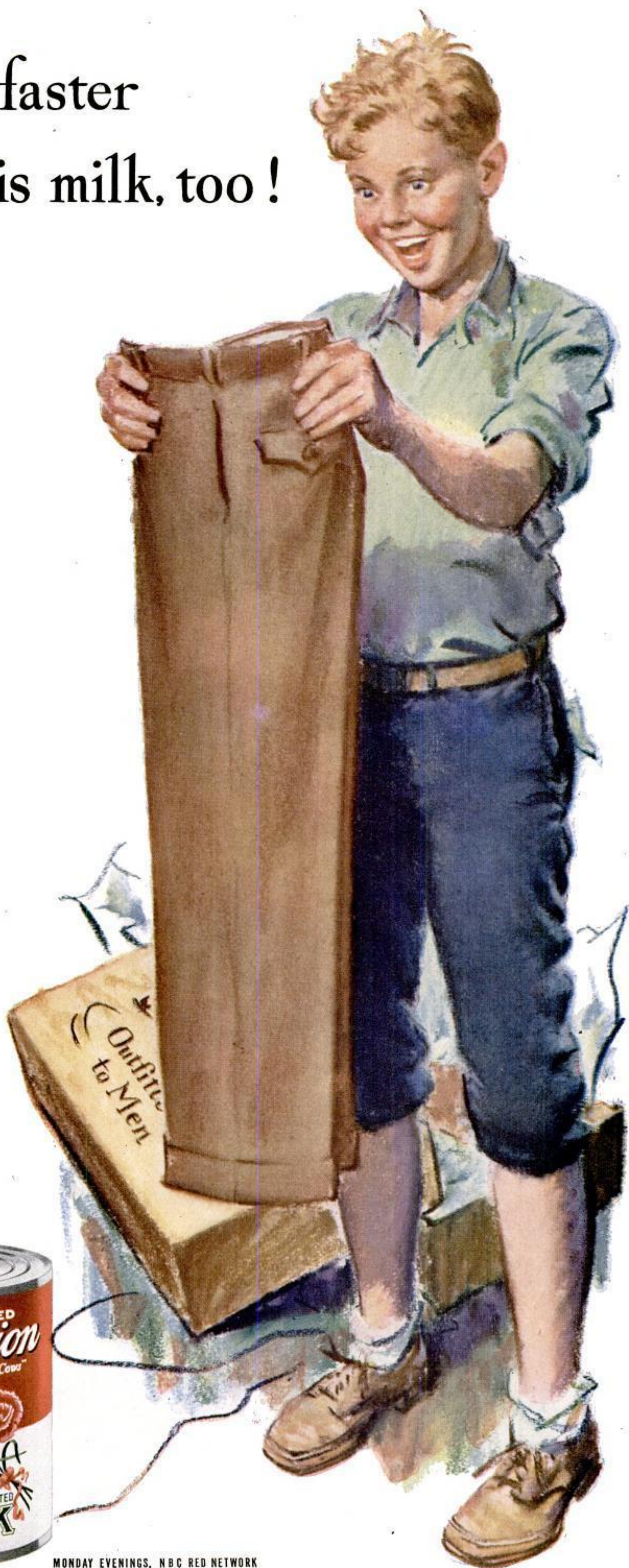
IRRADIATED
Carnation Milk
"FROM CONTENTED COWS"



TUNE IN THE CARNATION "CONTENTED HOUR"



MONDAY EVENINGS, NBC RED NETWORK





One beauty secret lovely women have cherished always

OLIVE & PALM OILS



SINCE CLEOPATRA'S DAY...

Celebrated beauties of old cared for their loveliness with olive and palm oils. And still, today, women prize these oils as "Nature's finest beauty aids".



TODAY, FOR DRY COMPLEXIONS...

Many women — especially when skin tends to be flaky, taut, dry — find an olive oil massage gloriously refreshing, a step toward glowing, radiant beauty.



FOR CUTICLE CARE...

Olive oil softens cuticle. Before manicures, a gentle olive oil "soak" leaves cuticle soft, helps prevent ugly cracks and hangnails, makes nails less brittle.



FOR BABY'S FIRST BATH...

New-born babies, for generations, have been bathed first with olive oil. Famous Dr. Dafoe used olive oil for bathing the prematurely born Dionne Quintuplets.

One beauty soap that's made with olive and palm oils

PALMOLIVE

...for one purpose only, to help your skin stay lovely

Do you wonder that, in their quest for beauty today, women everywhere turn expectantly to Palmolive? That they watch for the glowing skin radiance that is always so adored? They trust Palmolive, because Palmolive is the one leading soap made only with Nature's finest beauty aids... gentle olive and palm oils, no animal fats.

Start now... be faithful with your Palmolive care... each day. When you see, in your mirror, how it helps bring out the alluring petal-glow look of your skin, you'll vow to *keep* to Palmolive. So many millions of women are loyal to Palmolive... *only Palmolive*... that it's the largest-selling beauty soap in the world.

REMEMBER PALMOLIVE'S BEAUTY OILS...

olive and palm oils — no others — go into the making of Palmolive.



PACIFIC COAST DEFENSE



TOWARD THE LAND OF THE SETTING SUN, A COASTAL GUN POINTS GRIMLY. VERY RECENTLY INSTALLED, IT IS PROTECTED BY SANDBAGS AND SOON WILL BE CAMOUFLAGED

Troops, guns, planes pour into eight Western States

Like characters in a tremendous and terrible mystery story, the people of the U. S. Pacific Coast last week waited for SOMETHING. They didn't know what. They feared almost anything. Maybe the Japanese would bomb San Francisco, Portland or Seattle. Maybe Jap planes would hedgehop up from hidden bases on the peninsula of Lower California, attack the airplane factories of San Diego and Los Angeles. Maybe there would even be an enemy landing somewhere on the 1,300-mile coastline from Puget Sound to Mexico.

All that the people were sure of was that War was coming closer. Jap submarines were operating three miles off Monterey. Radios were ordered off the air while unidentified planes flew overhead. The first war wounded arrived from Hawaii. All Japanese, German and Italian aliens gave up their cameras and short-wave radios. Filipinos and Japanese were killed in race riots. Oil-rich Terminal Island in San Pedro harbor, long a refuge for Japanese fishermen, was placed under martial law. And from Tokyo, the Japs ridiculously announced that San Francisco had been bombed by a "fleet of Japanese planes" and that "many buildings were on fire."

To prepare for whatever may come from sea or sky, the Army and Navy acted quickly. Eight Western States and Alaska were set up as a "Theater of Operations." Quickly the entire Coast became an armed camp. Thousands of troops, guns and planes poured in. Today soldiers are bivouacked everywhere—in barns, dugouts and trenches. Tactical commands have offices in school buildings and resort hotels. The Navy is "somewhere at sea."

Along the seashore, defense precautions are particularly intense. Probably there is not a single foot of shore not within range of fixed guns like the one above. Coast artillery and anti-aircraft guns have been emplaced and camouflaged everywhere. Even the famous beaches, where Southern Californians romped in peace not so long ago, are now a mass of the barbed wire of war.



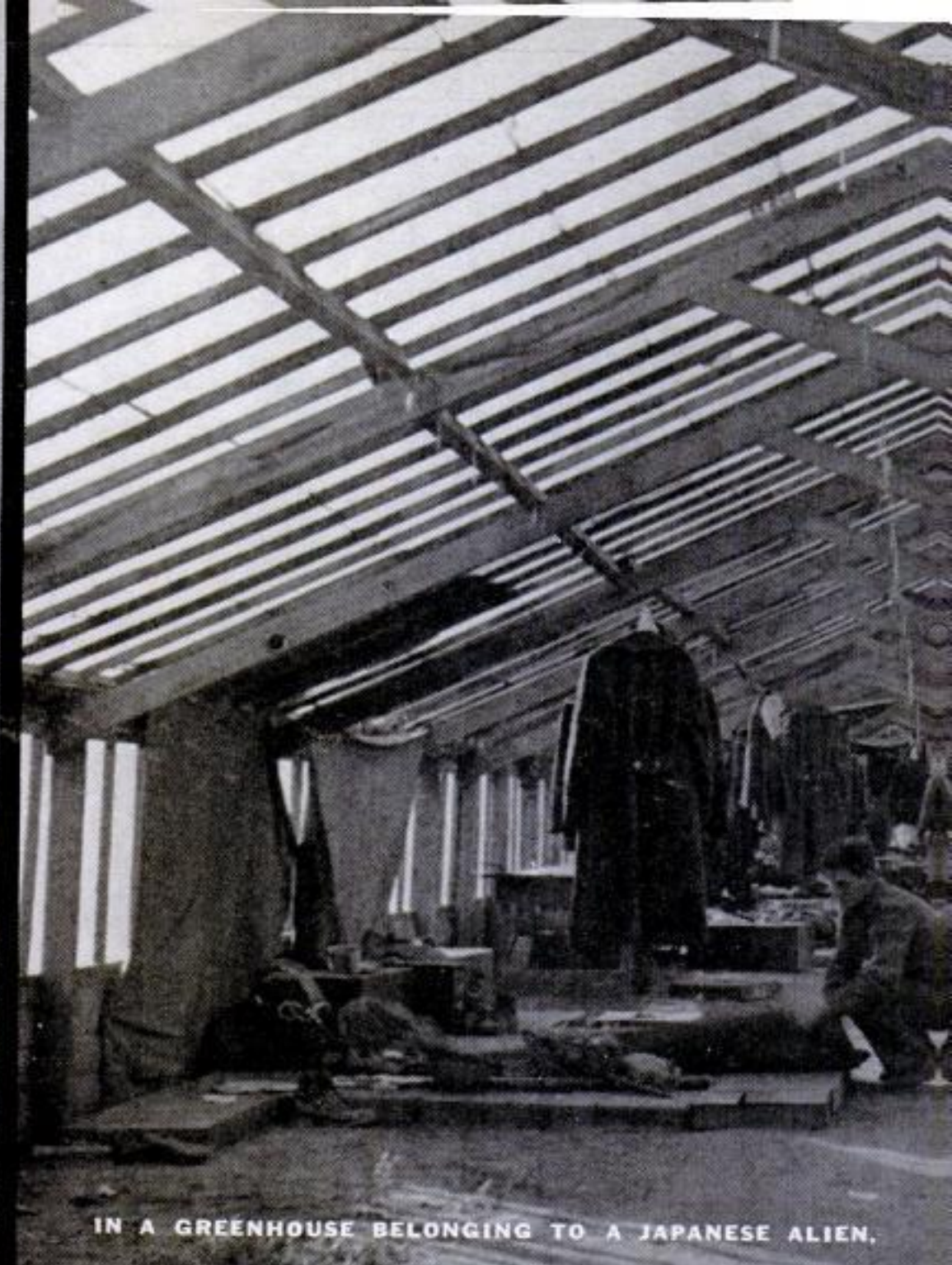
OVERLOOKING THE PACIFIC, A SOLDIER WORKS THE CONTROL FOR SEARCHLIGHT BATTERY

PACIFIC COAST DEFENSE

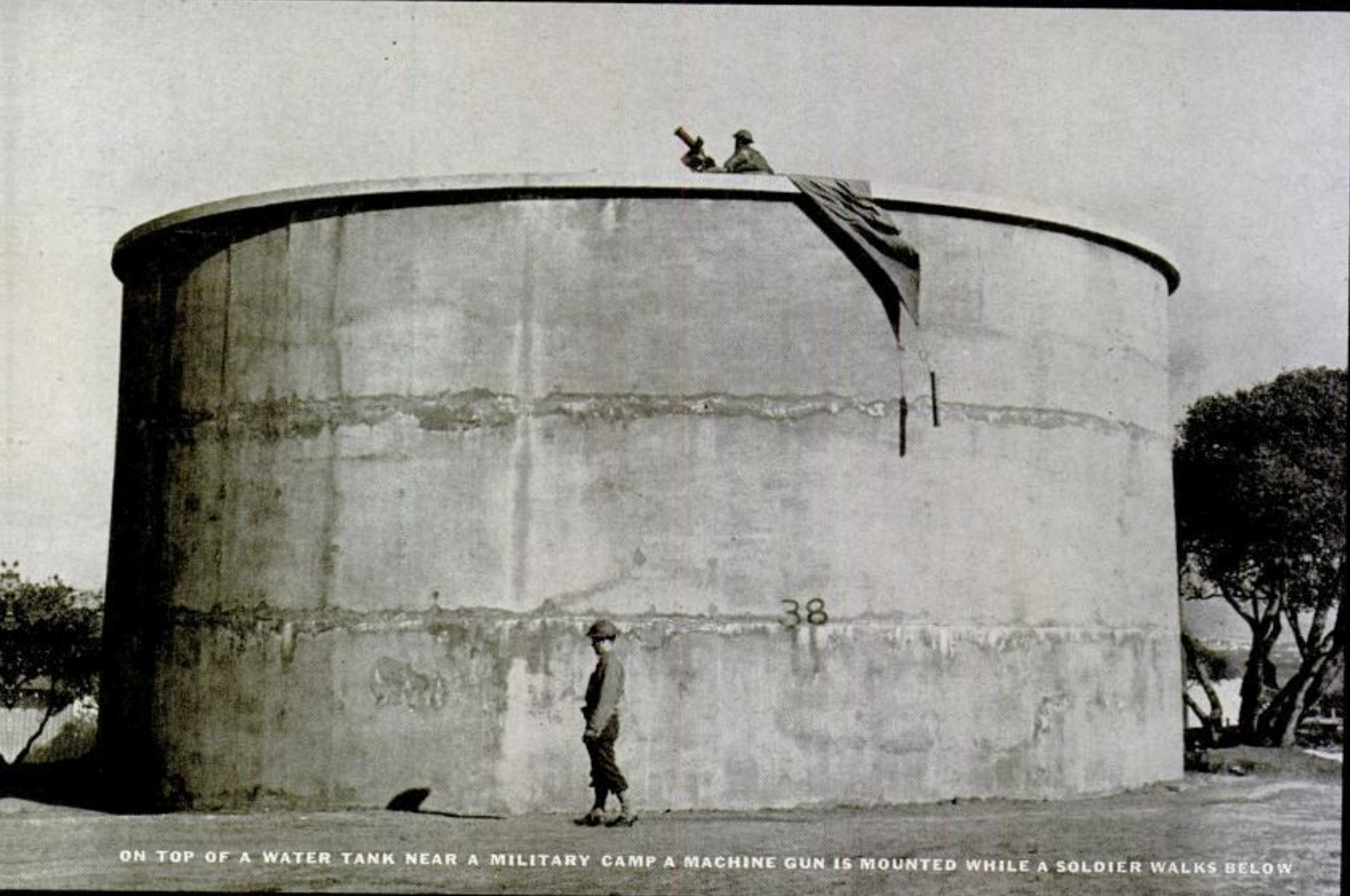
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A SAND-BAGGED ANTI-AIRCRAFT GUN SWINGS UPWARD INTO FIRING POSITION AS A FRIENDLY PLANE GOES BY



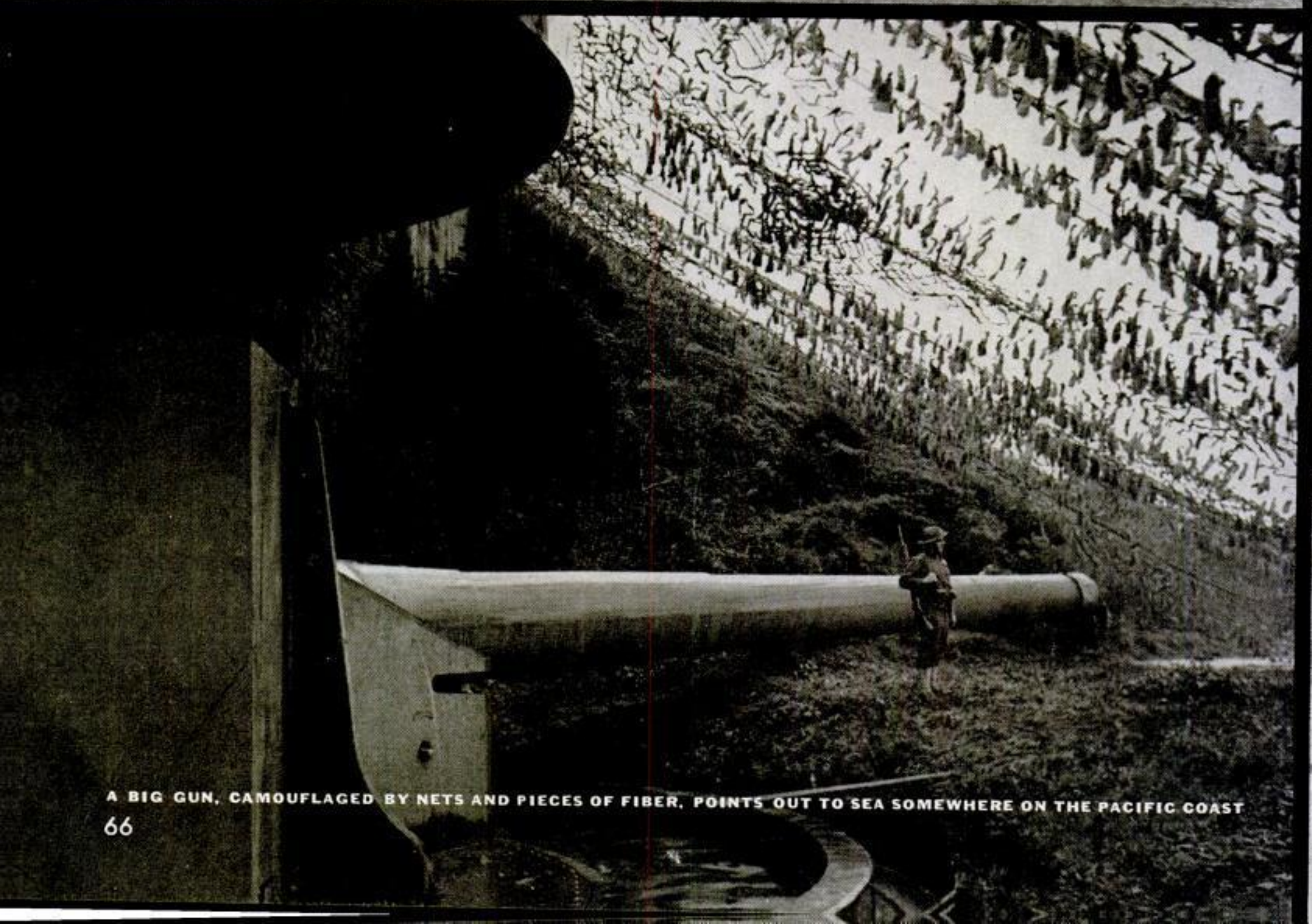
IN A GREENHOUSE BELONGING TO A JAPANESE ALIEN.



ON TOP OF A WATER TANK NEAR A MILITARY CAMP A MACHINE GUN IS MOUNTED WHILE A SOLDIER WALKS BELOW



A TROOP TRAIN CARRYING SOLDIERS IN PASSENGER CARS.



A BIG GUN, CAMOUFLAGED BY NETS AND PIECES OF FIBER, POINTS OUT TO SEA SOMEWHERE ON THE PACIFIC COAST



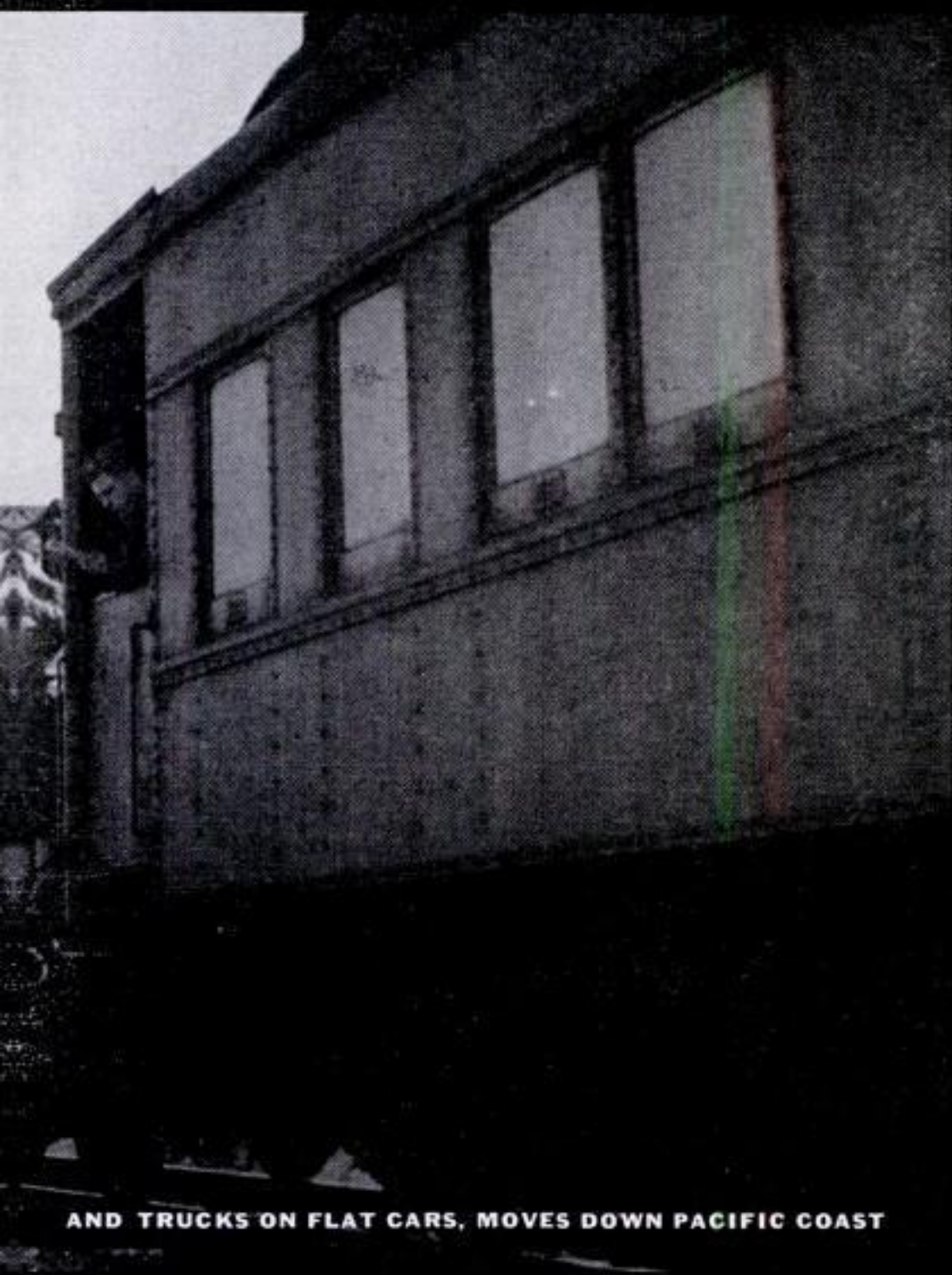
CREW OF A BIG COASTAL GUN PRACTICE FIRING ROUTINE



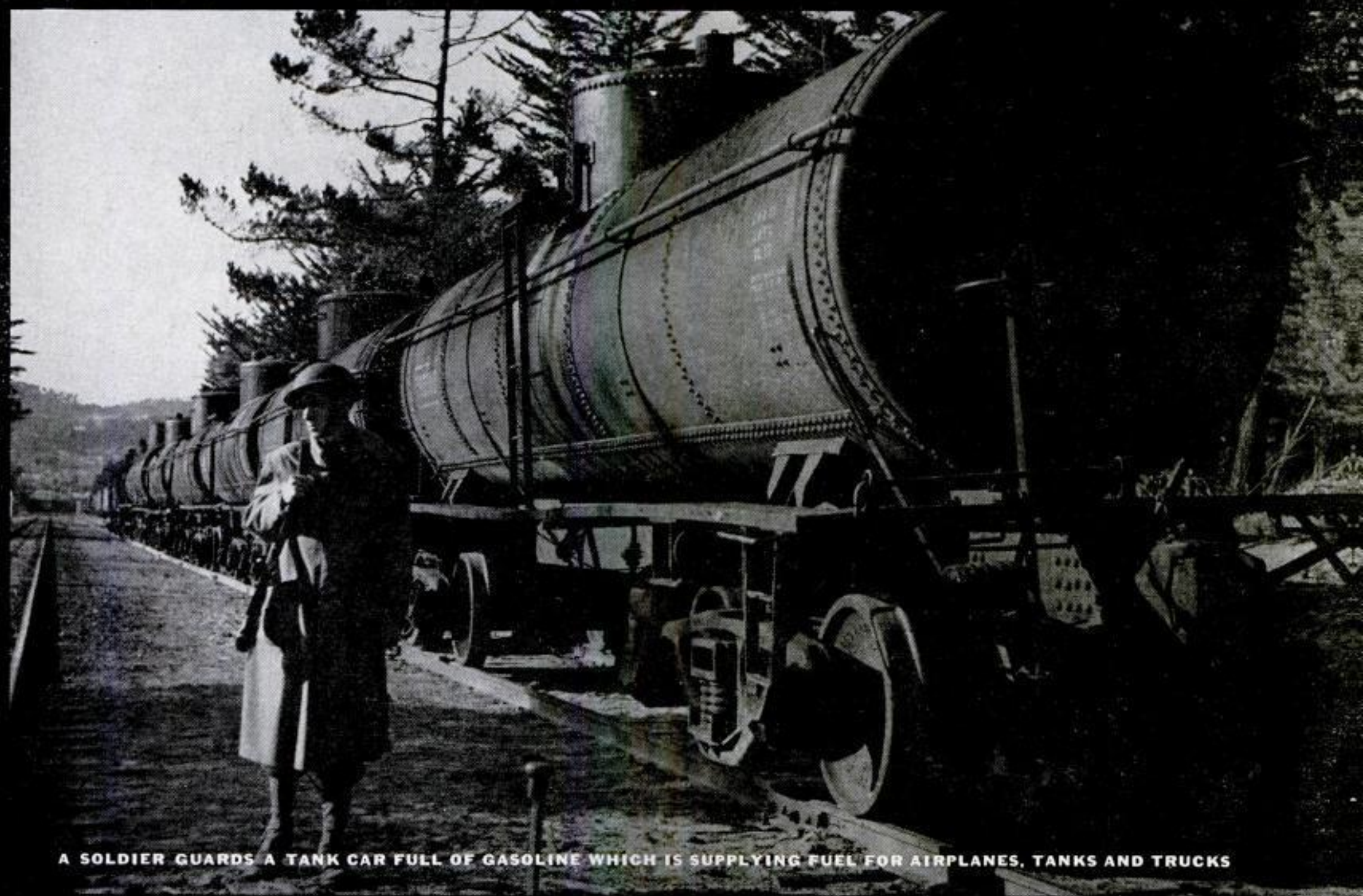
SOLDIERS ARE COMFORTABLY AND WARMLY BIVOUACKED



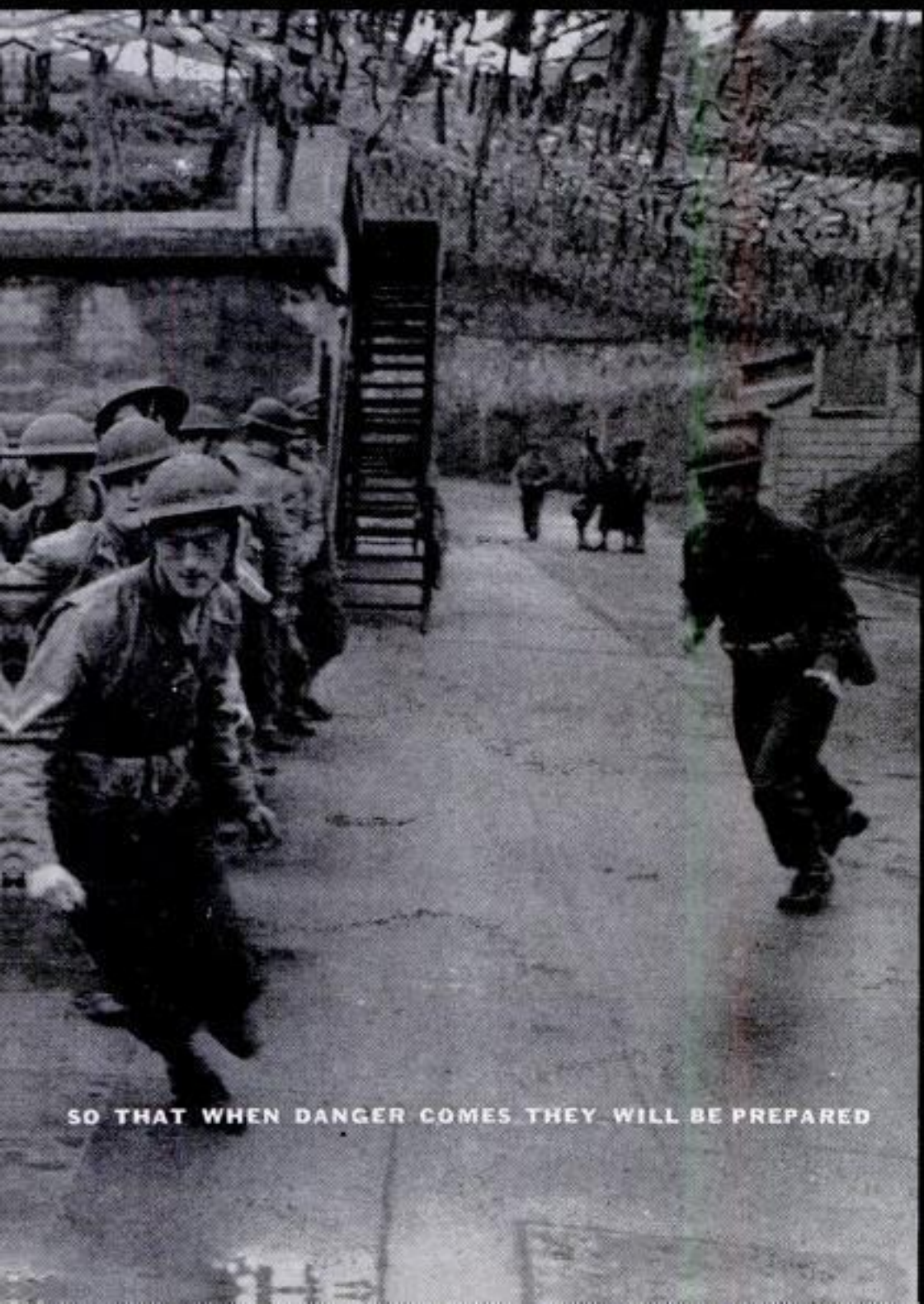
FOR PROTECTION OF DISPERSION FIELD, SOLDIERS INSTALL ANTI-AIRCRAFT GUN AND GET IT READY FOR ACTION



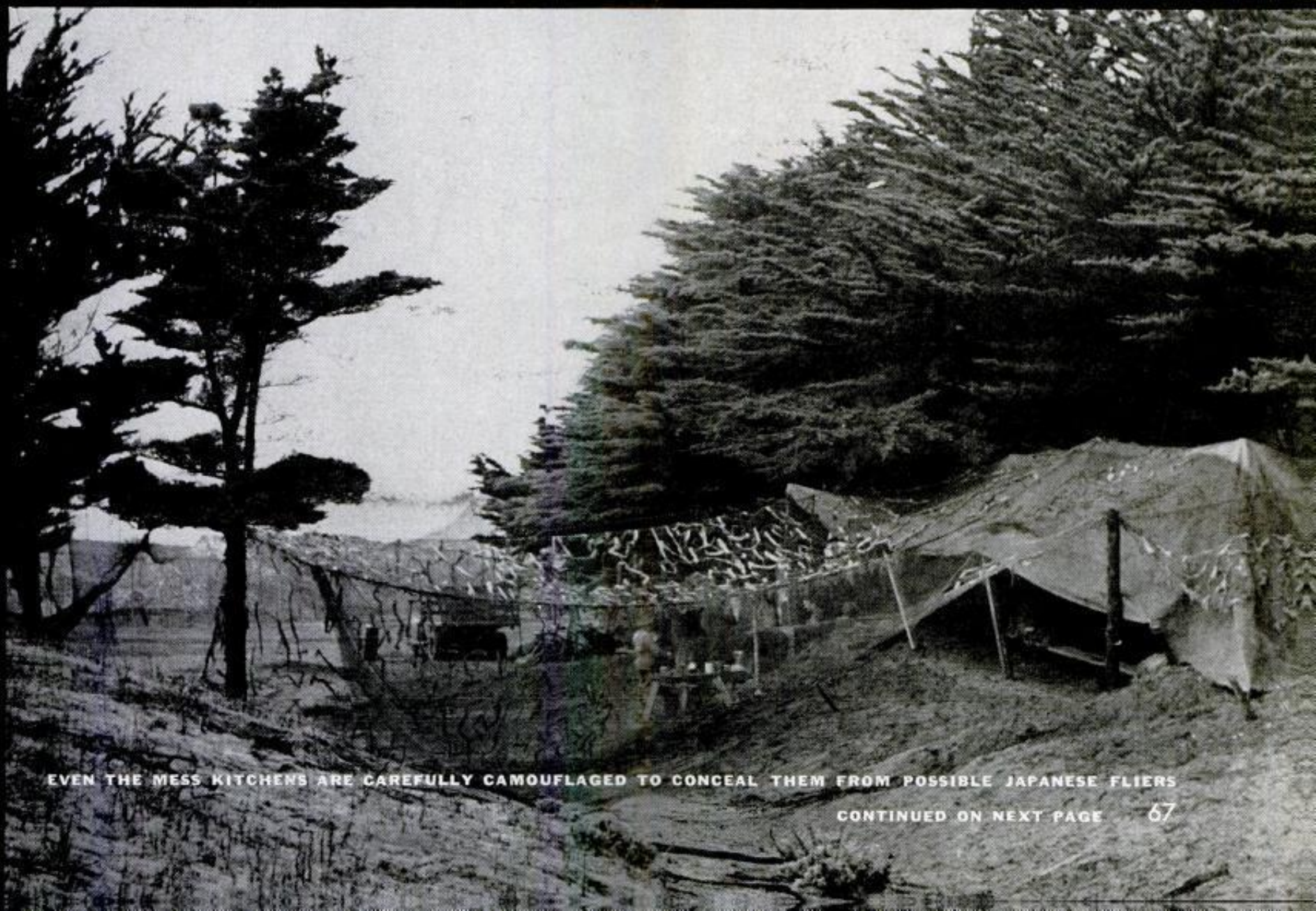
AND TRUCKS ON FLAT CARS, MOVES DOWN PACIFIC COAST



A SOLDIER GUARDS A TANK CAR FULL OF GASOLINE WHICH IS SUPPLYING FUEL FOR AIRPLANES, TANKS AND TRUCKS



SO THAT WHEN DANGER COMES THEY WILL BE PREPARED



EVEN THE MESS KITCHENS ARE CAREFULLY CAMOUFLAGED TO CONCEAL THEM FROM POSSIBLE JAPANESE FLIERS



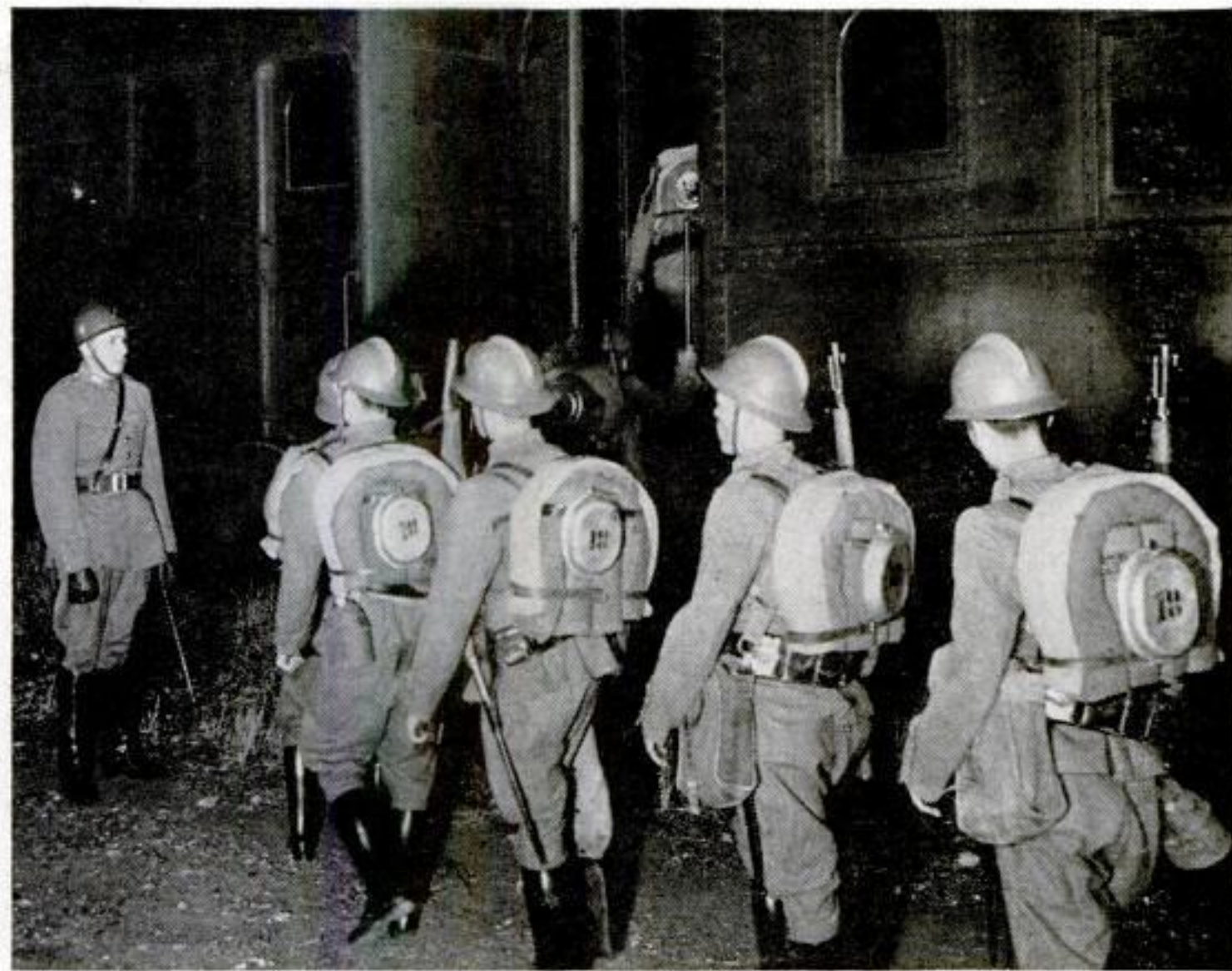
↑ Along Mexican border, American cavalry troops move on patrol. Their job is to help prevent aliens from crossing over into the U. S. and to report any unusual activity of any sort. Man on left is a Mexican customs officer, while men on right are U. S. customs and immigration officers.

↓ Along a dusty country road, also near the Mexican border, a unit of American armored cars moves along on reconnaissance. Such activity is no longer a maneuver. It is the real thing. Because they at last know that their training is not for naught, soldiers are in fine fettle.





UNDER FLAGS OF U. S. AND MEXICO, OFFICERS OF TWO ARMIES TOAST EACH OTHER



MEXICANS CROSS THE INTERNATIONAL BORDER, PREPARE TO BOARD AMERICAN TRAIN

Mexicans cross U. S. to Lower California

Mexico's most vulnerable spot in a Pacific War is the long peninsula of Lower California, hanging like an icicle down from Los Angeles and San Diego. More than 700 miles long, it has 1,800 miles of coastline, with hundreds of harbors and islands where Japanese ships and planes can hide out.

Just after war broke, Mexico moved to strengthen

her defenses in Lower California. All her Army posts there were increased, and to get even more men there quickly, she was granted permission to send troops across American California. The pictures here show the troops in transit. Wherever they went they were greeted cordially by the Americans, were even given a dinner in their honor at La Caverna on the border.



A Mexican infantry outfit rides a troop train across U. S. territory. These soldiers are equipped with good Mauser rifles and plenty of ammunition, both made in Mexico. Their hel-

metts are derived from the helmets of the French Army. In action, the Mexicans are brave and good fighters, being particularly adept at handling rifles and small machine guns.

What the Mexicans lack most is heavy artillery. Their air force is also small and lacking in long-distance bombers. Last week Mexican fighting planes were using American airfields.



Emergency first aid is practiced by Ambulance and Defense Corps of Santa Monica. In last two years, hundreds of defense organizations have sprung up, some useful, some not.



Through a well-simulated smoke barrage, the women first-aiders carry a light stretcher to safety. Some of these women's organizations pay up to \$100 for each of their uniforms.



"How to kill a Jap" is part of the routine taught. This is actually called "how to ward off an attacker," but many of the women are convinced they personally will have to fight Japs.



IN FULL FIELD EQUIPMENT WITH LOADED RIFLES, SOLDIERS STAND GUARD BEFORE

Civilians and soldiers both prepare for future air raids

As soon as the Japanese attacked Pearl Harbor, Lieut.-General John L. De Witt, commanding the Fourth Army, put into operation his "Rainbow Defense Plan"—a preconceived plan for the defense of the entire Pacific Coast. Upon receipt of orders, troops in every Army camp on the Coast were called out, dispersed to defensive positions. Now, all up and down the shore, troops are on 24-hour alert, and at every vantage point there is an observation post, listening post, gun position or fire-control station.

Sooner or later, the Army knows, there may well be a serious Japanese air raid. Defense for such a raid depends upon successful co-operation between soldiers and civilians. It is the responsibility of the soldiers to man the sound and radio locaters, the anti-aircraft searchlights and guns, and to fight the enemy bombers. It is the job of civilians to remain calm, to make blackouts complete, to man the fire engines and ambulances, to act as air-raid wardens and messengers.

Pictures here show how Pacific Coast civilians and soldiers are getting on with their co-operation. The troops above are protecting an aircraft factory. They are sleeping in crude shelters right next to their gun positions. The women to the left are practicing first aid, while at the right civilian workmen carefully and thoroughly black out two factories with black paint.

Last week the Army announced that there will be no regularly scheduled blackouts on the Pacific Coast. Apparently the high rate of auto accidents when cars operated without lights had something to do with the decision. In any case, however, plans for emergency blackouts went right ahead. In San Francisco football games and concerts were canceled, air-raid precautions speeded, and wardens hurried through training. Many flights of commercial planes were grounded east of the Rockies. Air-raid warnings and blackouts were made enforceable with \$300 fines and jail sentences up to three months. For the first time in 23 years there was no Rose Bowl game, and on New Year's Eve nowhere were big street celebrations permitted.

The best story of a blackout came out of the city of Portland. There a soldier suddenly pounded on the door of a resident whose house lights still burned. "Turn out your lights and be quick about it," shouted the soldier. The home-owner took a look, then raced out the back door, shouting that the enemy had arrived. The soldier was American but of Japanese descent.



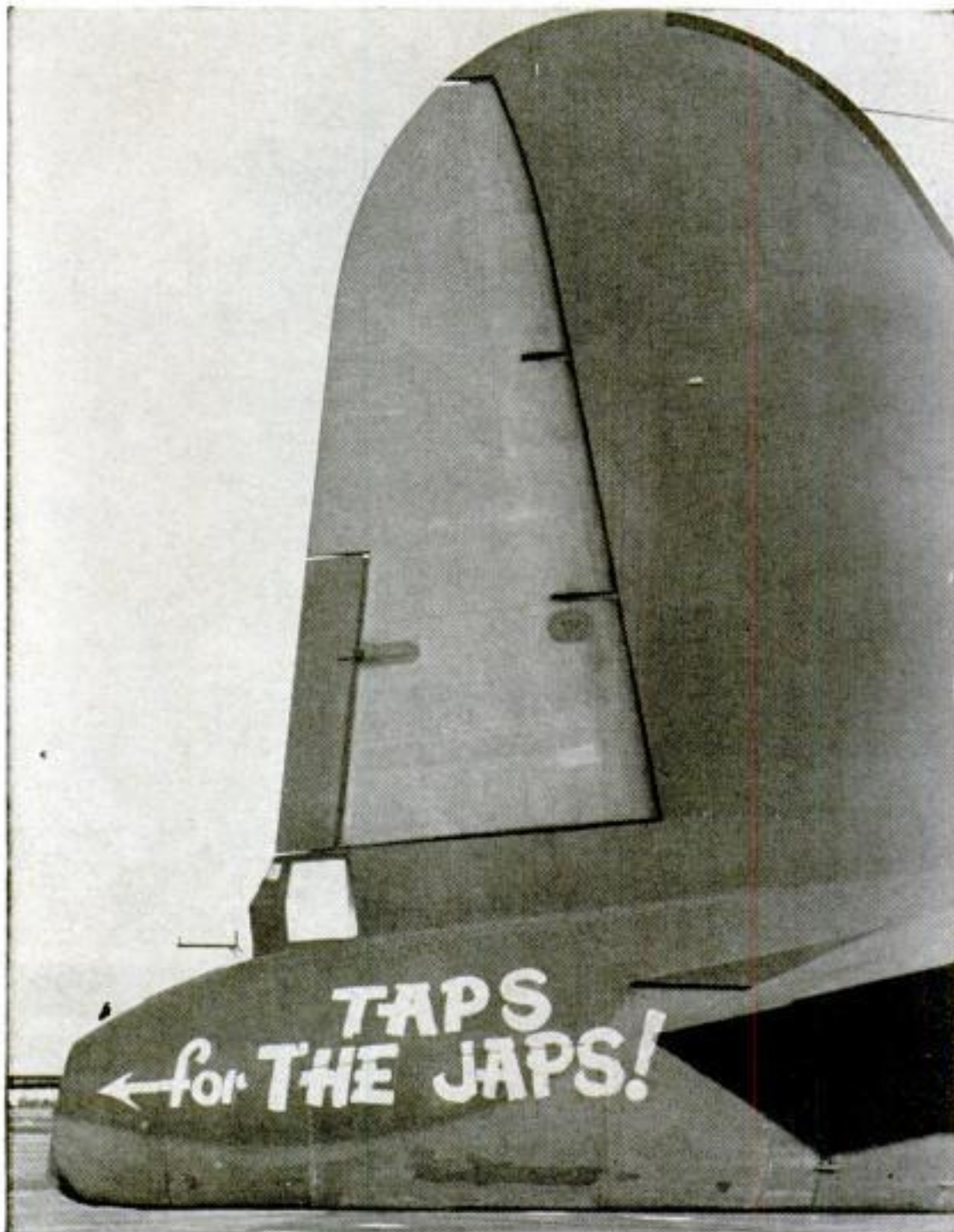
A LARGE AIRCRAFT PLANT SOMEWHERE ON THE PACIFIC COAST. IN THE CENTER BACKGROUND IS AN ANTI-AIRCRAFT GUN, WHILE OTHER CAMOUFLAGED GUNS ARE ALSO NEARBY



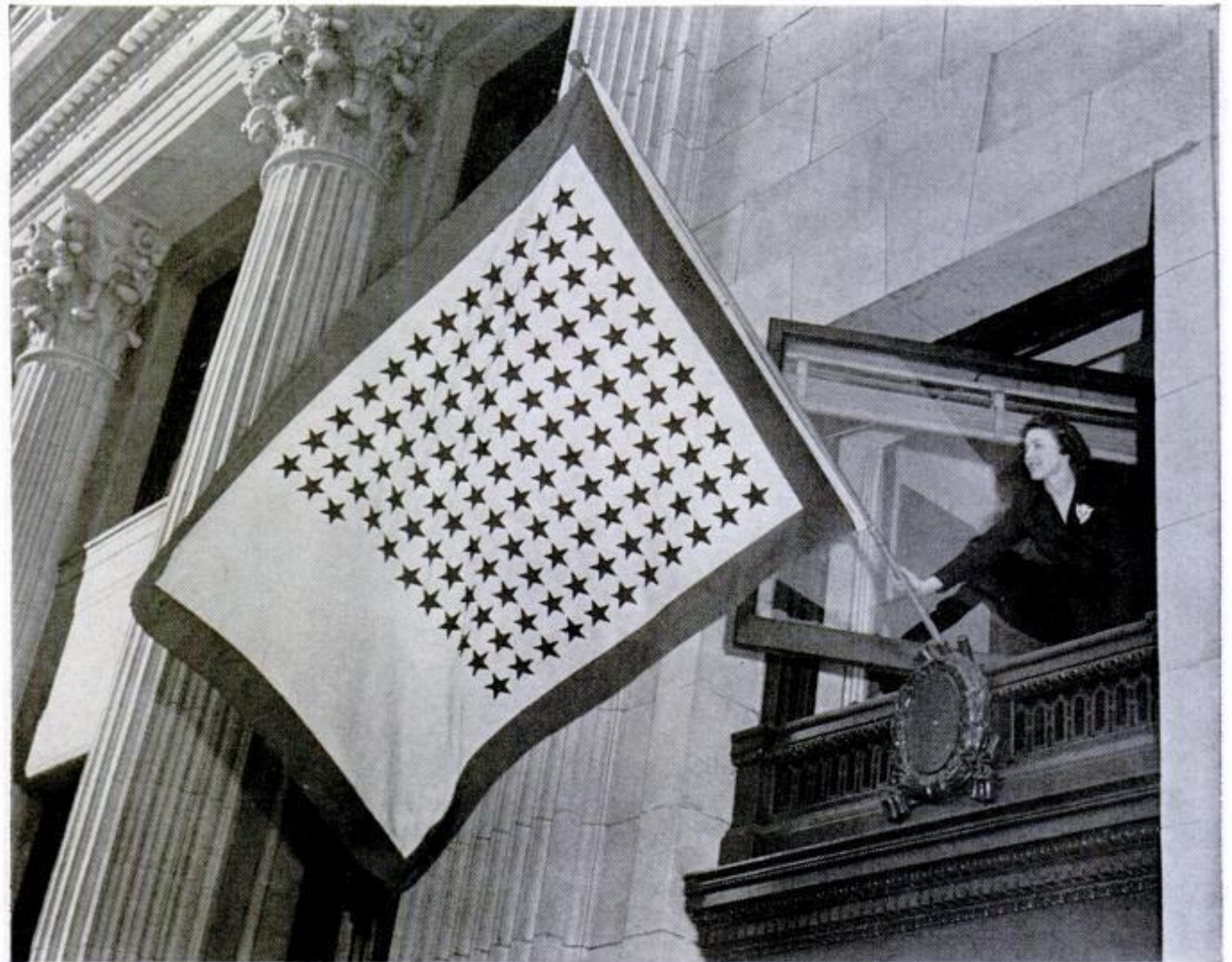
Plants are blacked out by painting over the huge all-glass skylight of a Pacific Coast aircraft factory (*above*), and by

beginning to cover the glass windows of an aircraft parts manufacturer (*below*). The shrouded part to the left has al-

ready been blacked out, while the bright part at the right is still untouched. Soon the rest of the building will be dark.



On the tail of a big bomber at the Sacramento Air Depot appeared this new slogan. Done in white chalk and water, it was painted directly underneath the gunner's seat, from which he fires his machine gun.



The nation's first service flag hangs from the mezzanine floor of the Security-First National Bank in Los Angeles. The flag is white with a red border, and on its

field are 124 blue stars, each star representing a bank employe who is now with the Army, Navy or Marines. Room is left on the flag for more stars to be added.



AIR-RAID DRILL IS HELD AT THE SAN DIEGO VOCATIONAL TRAINING SCHOOL. FILING DOWN THE STAIRS AT LEFT, STUDENTS DESCEND INTO BOMB SHELTER IN THE BASEMENT

Another Pond's Bride-to-be

AUDREY DRUHMEI, daughter of Mr. and Mrs. F. L. Druhmel of Wood-Ridge, is engaged to William W. Jefferay, uniting two New Jersey families of Colonial lineage.

January wedding bells will ring out for Audrey and Bill—and a brand-new and bride-like apartment is waiting for them. Four times Diving Champion of New Jersey, Audrey has a slim-princess figure and exquisite brunette beauty. Romantic Bill calls "Moonlight and Roses" Audrey's theme song—her complexion's so luminous, flower-soft. Practical Audrey says: "Pond's Cold Cream helps me keep it that way."

She's ENGAGED! She's Lovely! She uses Pond's!



CONGRATULATIONS to lovely Audrey and Bill from the popular band leader, Ozzie Caswell. Bill organized his own college band at Rutgers—arranged and composed music. Now, he's working in radio.



AT ROCKEFELLER CENTER'S RAINBOW ROOM—Audrey, Bill and Audrey's mother. Like Audrey, Mrs. Druhmel has an exquisite soft-smooth complexion. "I've always been a Pond's girl, too," she says.

See what Audrey's SOFT-SMOOTH Glamour Care will do for *your* skin

1. She **SLATHERS** Pond's Cold Cream all over her face and throat—thick. Then pats, pats, pats it in with quick little upward pats. This softens and releases dirt and old make-up "just beautifully," she says. Then she tissues off.

2. She **"RINSES"** now with lots of moresatin-soft Pond's Cold Cream. Tissues off again. This second creaming helps clean off every little speck of soil. **Audrey says: "My skin is the olive-brunette type and I have to keep it spandy clean or it gets dark looking. Pond's**

Cold Cream is just right for me—my face looks fresh as rain and feels soft as a baby's after I use it."

Use Pond's Cold Cream Audrey's way every night—for daytime clean-ups, too. See how much fresher, softer, smoother your skin will look and feel. You'll see, too, why so many more women and girls use Pond's than any other face cream at any price.

Buy Pond's Cold Cream today—at any beauty counter. Five popular-priced sizes. The most economical—the lovely big jars.

It's no accident so many lovely engaged girls use Pond's!



HER ENGAGEMENT RING is platinum, set with baguette diamonds each side of the beautiful solitaire. The diamond is an heirloom jewel that belonged to Bill's grandmother.



POND'S GIRLS BELONG TO CUPID

Send for 5 POND'S BEAUTY AIDS!

- | | |
|---|-----------------------|
| 1. Pond's SOFT-SMOOTH Glamour Cold Cream | 3. Vanishing Cream |
| 2. New Dreamflower Face Powder (6 shades) | 4. New Dry Skin Cream |
| | 5. "LIPS" (5 shades) |



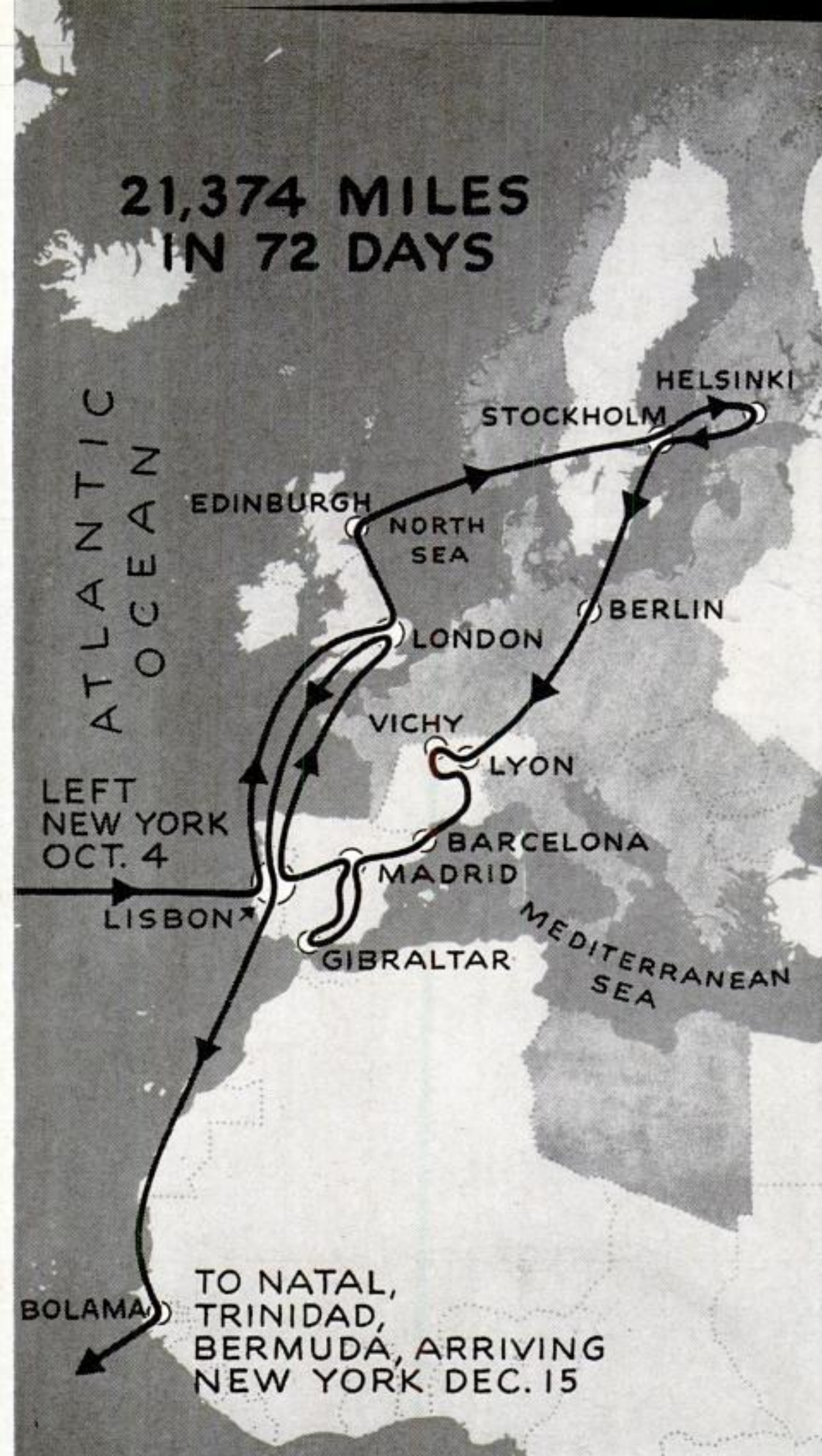
POND'S, Dept. 21-CA1, Clinton, Conn.
Send me generous sample kit of the 5 Pond's Beauty Aids listed above, used by lovely engaged girls and society beauties like Mrs. Nicholas Ridgely du Pont. I enclose 10¢ to cover your distribution costs, including postage and packing.

Name _____
Address _____

(Offer good in U. S. only)



Henry J. Taylor holds the travel-label-covered brief case he carried on his trip around Europe. At 39 Taylor is an able foreign correspondent, a successful businessman and the author of numerous articles on economics.



Henry Taylor's trip covered seven countries in Europe. He traveled by air everywhere except in England (train) and on a short trip to Gibraltar (automobile).

A LAST LOOK AT EUROPE

ON A FLYING TRIP AROUND THE CONTINENT AN AMERICAN SEES NATIONS AND STATESMEN AT WAR

by HENRY J. TAYLOR

In October 1941 it was plain that time was running out fast for anyone going to the continent of Europe. And I was planning to go a long way—from New York to Finland, and down through the Continent—Sweden, Germany, France, Spain, Gibraltar and Portugal.

After three months' labor by the North American Newspaper Alliance in obtaining all the other countries' visas, the Foreign Office in Berlin refused my transit visa through Germany the day before my Clipper date. It was a case of calling off the trip altogether or leaving the next morning, so I had to get busy. I had heard of a high-altitude diplomatic-mail plane that occasionally crossed the North Sea between Scotland and Sweden. Though neither Lord Halifax nor Mr. Brostrom, the Swedish Minister in Washington, had the facts, it was the only possible chance.

Under our passport regulations no passport good for Germany is also good for England. Mrs. Shipley, chief of the State Department's Passport Division, killed my German validation that afternoon and substituted England. Sir Gerald Campbell's office got a British visa for me that night and I took off in the Dixie Clipper the next morning.

Prince Charles of Sweden was aboard and we

Henry J. Taylor returned to New York Dec. 15 from a unique flying trip around Europe. He was the last American journalist to get into and out of Germany before America's entry into the war made such trips impossible. He was also the only war correspondent allowed to visit both Germany and England in quick succession. In this article he tells where he went and what he found out.

As well as being an ace correspondent, Mr. Taylor is a successful businessman. Because of his interests in the paper and pulp business, he traveled widely in Europe before the war and became a close student of European economics. From 1935 on he consistently warned in articles and speeches of the military threat in Germany's totalitarian economy. Last summer Mr. Taylor was assigned by the North American Newspaper Alliance to visit seven countries on the Continent. He did so in 72 days, established himself as a first-rate journalist. His findings are being compiled in a book, *A Report on Europe*.

had arranged to meet. I knew he could help me on the Swedish end if he would. He was going directly to Stockholm. We arrived in Lisbon by way of Bermuda and the Azores, Oct. 11. I said goodby to Prince Charles, who boarded a Deutsche Lufthansa plane at the Sintra Airport, and sent a wire to Ronald Tree, an old friend in London, now adviser to the American Division in Brendan Bracken's Ministry of Information,

asking him to help me get to Finland. He wired back at once telling me he did not know how but that he would try. He advised me to come on to London and extended me a first priority on the next plane out of Lisbon.

I flew to London, 1,200 miles, in a Douglas DC-3 with the Dutch crew who had originally taken this plane off the airfield at Rotterdam when the Germans burst into Holland. They headed far out to sea and cut in to England from the west. In the early afternoon the pilot told me to look below. I couldn't see anything except the rolling ocean. "That," said the smiling Dutchman, "is where the *Bismarck* went down." We were 400 miles off the coast of France.

As soon as I got to London, U. S. Ambassador Winant was generous enough to take a hand in my problem, along with Ronald Tree. Further, I found that Prince Charles had spoken to King Gustav about my predicament and the Swedish Embassy had communicated with the British Foreign Office.

It was up to the Air Ministry. The plane to Sweden had run only six or seven times because it was a bad flight and the diplomatic mail from Scandinavia accumulated slowly, now that England had broken off relations with Finland. Nevertheless, they agreed to carry me on the

CONTINUED ON PAGE 76

MILLIONS OF PEOPLE ARE SLOWLY BRUSHING CAVITIES IN THE EXPOSED, SOFTER PARTS OF THEIR TEETH

Scientific research has proved that this damage to teeth is caused by regular brushing with dentifrices containing abrasives.

Recent clinical studies show that 8 out of 10 adults examined risk this tooth injury because the softer part of one or more teeth is left exposed with no hard enamel to protect it.* This exposure is

usually due to shrinking gums—a condition which becomes more serious as time goes on. Every dentifrice tested containing an abrasive will gradually cut cavities in this softer part of teeth.

You can avoid this serious trouble by changing to Teel Liquid Dentifrice because it contains absolutely no abrasives of any kind.

***AS REPORTED IN AN AUTHORITATIVE SCIENTIFIC JOURNAL**

SAVE YOUR TEETH FROM THESE CAVITIES

by Changing to Liquid Dentifrice —It Cleans Teeth Without Abrasives

If you are like most grown-ups who brush their teeth regularly, you risk serious injury if you use a dentifrice containing an abrasive such as chalk or grit.

These abrasives consist of tiny particles so small you can't see or feel them, yet so hard they gradually cut cavities into the softer part of your teeth wherever this part is left exposed by shrinking gums.

Why not play safe? You can save your precious teeth from this trouble simply by changing to the revolutionary new liquid dentifrice—Teel.

For Teel contains absolutely no abrasives. It works in a different way to cleanse and thus thrillingly beautify teeth.

How Teel Reveals Beauty of Your Smile

Teel uses a new type, patented cleansing agent that bursts into thousands of tiny, cleansing bubbles—actually multiplies

over 30 times in the mouth. These bubbles instantly go to work to help remove the daily accumulation of decaying food particles and dulling surface film. Thus your teeth look so much whiter, more thrillingly beautiful.

Also, Teel's action gives your whole mouth a glorious beauty bath—a refreshing, clean "feel". It helps sweeten bad breath. And Teel's new taste sensation makes it a joy for the children—encourages them to brush their teeth regularly.

Start This Safe Liquid Way Today

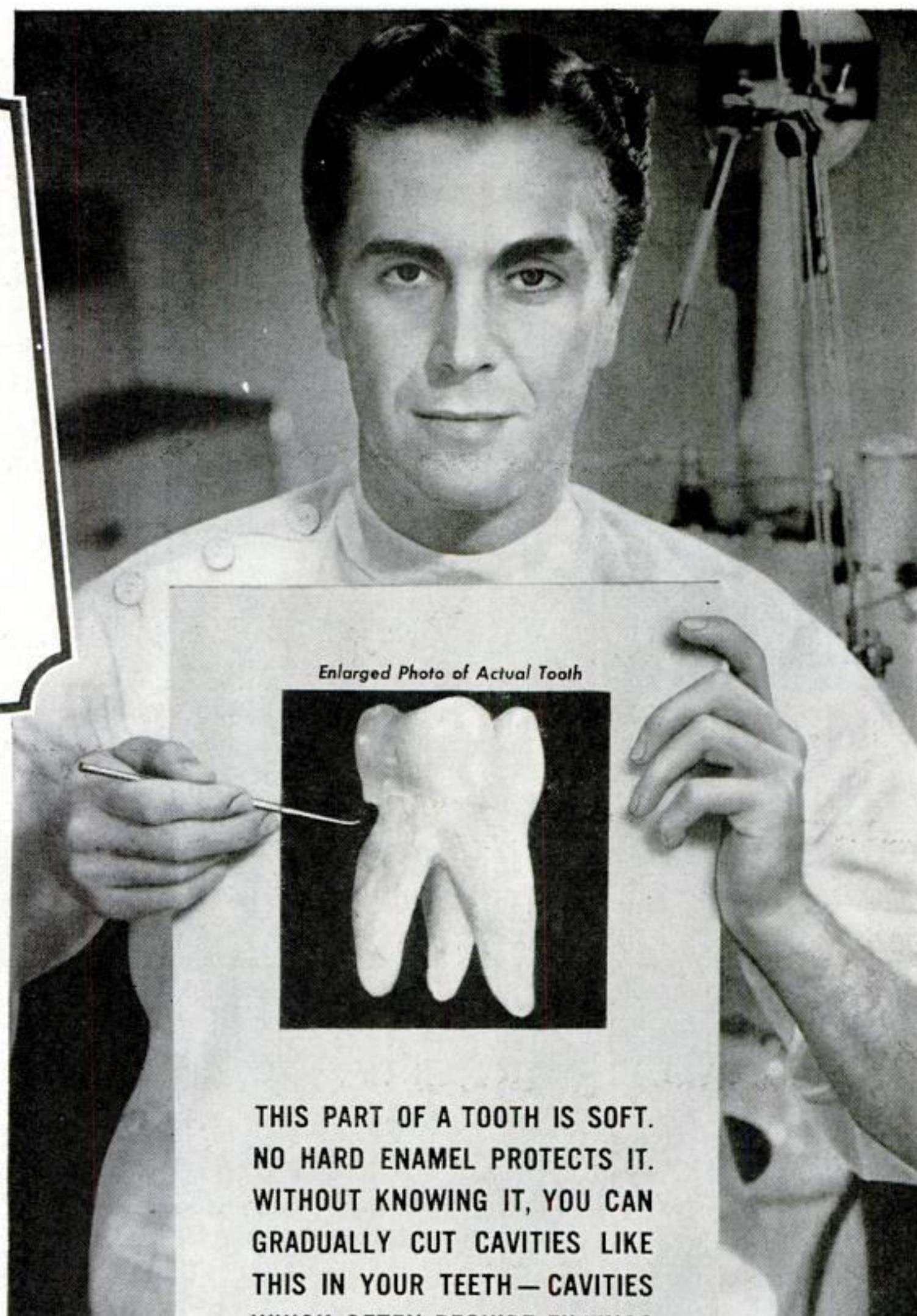
Teel is easy to use and so economical. A bottle lasts and lasts. Get Teel today at any drug, department or 10¢ store and follow this safe, new-day way in tooth cleansing. If you feel that your teeth need an occasional abrasive scouring, follow special directions on the Teel carton. And visit your dentist regularly for his professional care. Procter & Gamble.

MAKE THIS TEST

to tell if your dentifrice contains an abrasive

Tonight, put some of your regular dentifrice in a glass of water and stir thoroughly. Let it stand overnight. When you see a white sediment in the bottom of the glass, you

know your dentifrice contains an abrasive. Teel, however, leaves no sediment, proving it contains no abrasives whatever which could injure exposed, soft parts of your teeth.



Enlarged Photo of Actual Tooth

THIS PART OF A TOOTH IS SOFT. NO HARD ENAMEL PROTECTS IT. WITHOUT KNOWING IT, YOU CAN GRADUALLY CUT CAVITIES LIKE THIS IN YOUR TEETH—CAVITIES WHICH OFTEN REQUIRE FILLINGS

*There's Beauty
in Every Drop*

CHANGE TO
Teel
LIQUID DENTIFRICE

Use Instead of Tooth Pastes and Powders





*To my dear friend Henry S. Taylor
Helsinki Nov 1942
Risto Rytö*

Autographed photographs were given Mr. Taylor by Finland's President Risto Rytö (above), and Sir Samuel Hoare, British Ambassador to Spain (below). Sir Samuel dated his November 1942.



*With all good wishes
and a memory of very
interesting talks
Samuel Hoare
Nov 1942*

Men of Vichy (below): Marshal Pétain, Vice Premier Darlan with Otto Abetz (center), German Ambassador to Paris who puts screws on Vichy. This rare picture was taken in Mr. Taylor's presence.



A LAST LOOK AT EUROPE (continued)

next trip, the first American so favored. They did not know when they could bring me back. It was strictly a one-way proposition.

On Oct. 25 Captain Herbertson of the Air Ministry gave me the flash. I caught the sleeper for Edinburgh, to fly the next night. At the North British Station Hotel there I contacted the private telephone number Herbertson had given me and received crisp instructions to take a troop train north at 8:15 that evening. I boarded the train in the blackout at Waverley Station. It was packed with full-kitted soldiers who were only shadows under the pin-point lights, silent and huddled, unable to read or to see each other, quiet except for the rattle of their equipment or an occasional word.

I stood up three hours in that train. Then I got off at a shed in the moors. The train echoed away and I stood suddenly at the end of the world. It was certainly no cinch to get to Finland. There was a car at the other side of the embankment, lights out. I heard my name spoken, went over to the car and a stranger greeted me as cheerily as though there were really life on those starless wastes.

Twenty minutes later we passed a sentry gate into the enclosure of an endless airdrome, through row after row of tomblike hangars, strange gray phantoms on the hazy moor. We reached a small shed at the edge of the flying field itself. Inside, behind the blackout curtain, young pilots of the Fighter Command fitted me into my parachute. The plane was waiting in the shadows. Its guns were dismantled, since we were heading for a neutral port. There was not a light on the field as we took off, not even guide lights for the run. The motors let out a blast, the blocks were pulled and the ship fought itself into the air.

A few minutes later we were over the North Sea, head on into the German bomber route from Jutland and the Norwegian coast. Finally we leveled off at 15,000 ft. and settled into the run. I slapped on my oxygen helmet. And then they came. German bombers, black monsters relentlessly in line, winging like weird beasts from another world, lifeless and terrible, bursting with trouble at the tilt of any gunner's turret.

Our motors fanned and roared as we tried to climb. Our only protection was clouds or altitude, and there were no clouds. We hit 25,000 ft. and stayed there. No pressure suit, no heating or insulation, just supercharged engines in a mass of roaring power and a fuselage that shook like a leaf and rattled like bones as the cold contracted it at the awful height. It was 20° below zero in that plane. The altitude turns you inside out. Your legs, stomach, joints and ears get it quickly. A parachute harness is heavy. You can't see even the floor in the pitch dark and you haven't the strength to move in any direction when you fly up there without special equipment. So, strapped in your place, you just take it. Before long you can hardly lift your hand, even to clear the ice which forms from your breath inside your oxygen gear. Your eyes go bad. Your fingers won't work. You feel that this must be like drowning, a roar through the darkness the only thing in your mind.

After five hours we hit the turn in the Skagerrak. We landed at Stockholm at dawn. I got a little Swedish plane at Stockholm-Bromma Airport to fly to Finland. This was easy going, across the Baltic, over the frozen lakes and forests, with a stop at Åbo for gas. I went right to the *Presidentin Linna*, the president's palace, as soon as I landed at Helsinki. The first thing

President Risto Rytö said to me was, "Turn in and get a little sleep. You look terrible. I know you are worn out. We'll talk tonight."

A week with Finland's president

I spent a week with Finland's president. No man could have displayed greater confidence in the power of the truth and none could have arrived at the truth more openly than he did with me. The situation in Finland was tragic. It was total war, with 80,000 women, the famous *Lot-tas*, helping at the front.

Sitting in his library day after day, walking in the lovely hills around Helsinki, standing with the soldiers in their barracks and in the field, this calm and determined man led me through every refinement of Finland's problem and Finland's policy. Going into the immense General Staff Room time and again to point out with meticulous care each question of German participation, the exact location and strength of all Finnish units from the White Sea to Lake Ladoga, giving every known particular of Russian strength and deployment to highlight the problem of Finland's defense, he showed me the successive stages of what would have happened if his country had not accepted German assistance.

I told the President how we in America felt, that through receiving German assistance Finland was voluntarily or involuntarily being inducted into Hitler's "New Order." "There is no alignment in Finland with Germany's ideological and totalitarian policies," he told me. "The Finnish people are interested only in developing the historic, political and social order of this republic. We are only in the war against the Russians. This is a continuing and very old problem of my country. We are trying to defend ourselves as best we can." The U. S., in opposition to Finland, was taking the only position it could possibly take. He understood that. The President was not angry about it. He was just sad.

Back in Stockholm, a nervous city, all I could think of was how much better off the Swedes were than the Finns. Prime Minister Per Albin Hansson, a solid and forthright man of the people, and Christian Gunther, the Swedish Foreign Minister, told me pointedly that Sweden meant to help Finland in their war but could not do much more than in Finland's Russian War of 1939-40. Sweden now had her own serious problem of national defense.

I attended the *Saltsjöbadssammanträdet* (Employer-Labor Conference) as guest of Sigfrid Edstrom, successor to our Thomas J. Watson as president of the International Chamber of Commerce. This meeting is Sweden's famous Labor Policy in action. It works.

In Stockholm I went to the best musical revue I ever saw in Europe, saw many of the bankers and industrialists and the officers in the new army, had a grand time with Prince Charles and Elsa, his lovely wife. I devoured the Swedish butter, marveled at the fuel-from-charcoal trailers hitched behind every automobile, and found it a little hard to get used to the lights, for Stockholm is not blacked out.

Travel in Europe in 1941 is a matter of wangling yourself into a country and then working your way out as best you can. In Helsinki I had put my transportation problem up to President Rytö. I told him the British didn't know when they could bring me back and that I was up against it for the rest of my trip. I asked the President if he would go after the German Foreign Office to change their refusal so that I could go about my business down through the Continent. With a twinkle in his eye, he told me he would do this personally, and he did.

CONTINUED ON PAGE 78

LOOK CLOSE! The yardstick says new inches have been added! She's bigger, better! Something new's been added to Old Golds, too . . . that brings you new, finer flavor.

Something **NEW*** has been added!



*It's Latakia!

(Pronounced La-ta-kee-a) a rare, very **flavorful** Eastern Mediterranean tobacco. Its addition now as a "seasoning" in New Old Golds brings smokers a **completely new**, modern cigarette blend, with a finer, always delightful taste. And Old Gold's supply of Latakia in its American warehouses assures this **greater smoking enjoyment** for years to come!

Golf Pro ranks Old Golds

Says Bruce Heatly, Echo Lake Country Club, N. J.: "The New Old Gold's plus in smoking performance—**finer taste**—makes them with me, first among cigarettes. New Old Golds have the class that makes them top value!"



New York Hostess Praises

Increasing thousands agree with Mrs. Mason Britton of N. Y. that "Old Golds have a **fresh, delightful flavor** now that something new has been added!" Try them and see!

P. Lorillard Company, founded 1760—blenders of fine tobaccos since George Washington's day.



"Take your
pleasure"



And, there's no question
about it when the Scotch
is Teacher's . . .

"It's the
flavour"



Made since 1830 by Wm. Teacher & Sons, Ltd., Glasgow
SOLE U. S. AGENTS: Schieffelin & Co.
NEW YORK CITY • IMPORTERS SINCE 1794

A LAST LOOK AT EUROPE (continued)

President Ryti had Foreign Minister Witting direct the Finnish Minister in Berlin to call at Von Ribbentrop's office and ask for my transportation through Germany in the name of the President. I never saw anything work so fast. Our State Department in Washington notified the American Legation in Stockholm to kill my English validation and to replace the right to go through Germany. The German Embassy in Stockholm issued my visa accordingly and, then and there, the Gestapo closed in on me. I was never again to lose these boys and girls any place in Europe.

The indescribably brutal Terror Section of the Gestapo operates, make no mistake about it, and the murders and tortures in our Nazi movies are hardly overdrawn. But the main body of the Gestapo are mild little men clutching to their jobs on the public payroll. They look and act very much like claim adjusters for a small insurance company. And they are very poor detectives. Hitler's government is the largest bureaucracy in the world anyway and with 80,000 to 90,000 of these secret snoopers getting into everybody's business, the whole system is a terrible mess. The result: unless it is absolutely necessary to do something in Germany today, no German does anything.

The procedure was to siphon me into the Gestapo system every time I needed something—an identity card, a room in the hotel, food-ration tickets, the privilege of sending a telegram from the police station, a flying pass or an exit visa. You just have to talk to endless people all over town, answer the same questions time and again. The technique is never to resist the Gestapo. If you do you get hopelessly bogged down. Don't try to shake them. Always absorb them. Tell them more than they ask, so they consider themselves good questioners. They will steal money and cigars when they go through your luggage, but not much else.

Flying into a dreary Germany

Count Carl Gustav von Rosen, the famous Swedish pilot, flew me to Berlin. We checked into the German aerial defense system at a radio control-point rendezvous over a camouflaged farmhouse on the Rügen Peninsula of Germany, repeated this over the military field at Stettin, made a local check-in at Berlin's defense outposts and landed close by an anti-aircraft battery at Tempelhof.

Göring, Von Ribbentrop *et al.* were on Hitler's armored train at the Russian front. The Foreign Office people were plainly resentful because Von Ribbentrop, always as close as he could get to the Führer's coattails, was seldom in Berlin. Hans Dieckhoff, Hitler's last Ambassador to the U. S., spoke for Von Ribbentrop at the Wilhelmstrasse. He continually referred to himself as "still the German Ambassador to your country" and, in general, gave me a complete Nazi going-over. This is quite a thing for an American to sit and hear and I got pretty tired of it.

It is very dreary in Berlin. The food is neither as good nor as plentiful as in London and exceedingly monotonous. Saccharin is used everywhere. Prices are reasonable but you cannot buy anything without ration tickets, which are very complicated. There are no taxis and, of course, no private cars. After 9 p. m. no vehicle is allowed on the streets and the vacant, blacked-out avenues, lit only by the moon, give the immense city an eerie atmosphere. Great crowds move along the sidewalks. There is only the strange sound of shuffling feet. There are no buses, no horns, no purring of motors, just a surge of people walking and breathing in a great serpentine mass.

The wide boulevard through the Tiergarten, ironically named Peace Avenue, is camouflaged to look half its width. High poles have been erected for several miles along the curb and in the middle of this street. A web of green matlike cloth is hung across them, forming an arbor tunnel through which traffic passes. At Tempelhof Airdrome, and all over Germany, this same material is thrown over the wingtips and tails of all bombers on the field, making them look smaller from above by blotting out their size.

Dancing is forbidden and there is simply nothing to do in the evening. After 9 o'clock the Esplanade, Eden and Adlon hotel lobbies are deserted. If you are away from home when an alert sounds, you have to stay where you are for the night. Women dress very plainly, wear no make-up or lipstick. Even at Horcher's, which remains the best and most exclusive restaurant in Berlin, no one wears evening clothes.

"How is it in America?" everyone asks. "We are getting stronger every day," you say, and they pause a little. Germany is a Wagnerian world. Only the stars above, as you look out of your window at night, seem real.

When I had stayed in Berlin as long as my visa allowed me—seven

CONTINUED ON PAGE 80

HEAD COLD Got You Down?



Relieve Sniffly, Stuffy Distress with 3-Purpose Medicine

Why keep on feeling stuffed up and miserable? Just put Vicks VapoRub up each nostril and see how fast relief starts to come. VapoRub is so effective because it does 3 important things:

1. shrinks swollen membranes, 2. relieves irritation, 3. helps clear cold-clogged nasal passages and bring breathing comfort.

And remember—used at first sniffle or sneeze, VapoRub helps to prevent many colds from developing. Follow directions in folder.

**VICKS
VA-TRO-NOL**

CHILD'S COLDS To relieve misery—rub VapoRub on throat, chest, back and let its time-tested poultice-vapor action go to work! Ideal for children. Good for adults.

**VICKS
VAPORUB**

VICTOR

RECORD HIT OF THE WEEK

ABBOTT AND **COSTELLO**

those famous fun-stars
of stage, films, radio—
IN

**"LAUGH! LAUGH!
LAUGH!"**

Two uproarious sides only **50c**

Price shown exclusive of excise tax

Hear it on the new RCA Victor
THE WORLD'S GREATEST ARTISTS ARE ON VICTOR

RECORDS

A Service of the Radio Corporation of America
In Canada: RCA Victor Company, Ltd., Montreal



TOUSHAY... SURE OF A WELCOME FROM LOVELY WOMEN!

Wonderful new lotion protects hands even in soapy water!

HAVEN'T YOU DREAMED about Toushay? Every time you've had dishes or undies to wash, haven't you longed for some way to *guard* the lovely smoothness of your hands?

Well, then, pinch yourself . . . for Toushay is no dream! It's an exciting new hand lotion based on a brand-new idea!

The idea of protection

Other lotions are applied *after* you've had your hands in water. Toushay is

smoothed on *BEFORE* you put your hands in water. And it *actually protects* them against roughness and dryness.

Put Toushay to your own test of protection. Smooth it on before doing one of your daily soap-and-water tasks. Then—after your hands come out of the suds—see if they're not unbelievably satiny-soft and smooth!

For softening and soothing, too

You'll find Toushay is wonderful, also, for soothing chapped hands . . . and

softening rough elbows and knees. And as a thrifty luxury, try long-lasting Toushay for fragrant, all-over body rubs.

Toushay is so new that every store may not have a full supply. So place an order for Toushay with your dealer *today*. Toushay is the newest product of Bristol-Myers—look for this well-known name on every bottle.

When you go to your neighborhood dealer today To ask for this lotion—pronounce it Too-SHAY!



Trademarked Product of Bristol-Myers

Wotta Man! Wotta Man!



JOHN G. BURLYCHEST is one of those big strong men who believe in grim directness. "Never shilly-shally with life's little troubles," says he. "There's nothing in the world better for you than a good, strong, old-fashioned purge."



BUT THE MRS. has other ideas. "You and your cave-man cures!" says she. "Did it ever occur to my unsubtle hero to find and correct the *cause* of his condition? Then you wouldn't need all those doses!"

"GIVE UP!" says our hero. "But just how do you propose to accomplish it?"

"With nothing more than a crisp, delicious cereal, **KELLOGG'S ALL-BRAN**. It has just what it takes to get at the cause of constipation due to lack of 'bulk' in the diet. Let's try it."



"SAY!" HOLLERS JOHN G., with his mouth full of this crunchy breakfast treat. "Why haven't I known about *this* before? If a trick as good as this can make you 'Join the Regulars,' I'm signing up right now!"

"But you'll have to stay with it," says the Mrs. "Eat **ALL-BRAN** every day and be sure to drink plenty of water."

Join the "Regulars" with
Kellogg's All-Bran

TRY IT TOMORROW WITH CALIFORNIA PRUNES

MADE BY KELLOGG'S IN BATTLE CREEK

COPYRIGHT 1942, BY KELLOGG COMPANY



Souvenirs of Taylor's trip are a piece of the Rock of Gibraltar and uniformed doll representing one of the Finnish Lotta girls who work along with the Army at the front.

A LAST LOOK AT EUROPE (continued)

days—I left in a big Lufthansa Junkers U-90 for Stuttgart and Lyons. At Lyons I picked up a little French ship and flew to Vichy. We hit an awful fog but made it. General Huntziger, the French Minister of War, did not. Coming from Algiers on the same day in a larger plane, he was flagged back for an alternate landing at Marseille, crashed in the hills south of Vichy and was killed.

The Germans moved in on Vichy for the funeral. Admiral Darlan read the funeral address. When I saw Marshal Pétain at the Hotel du Parc, it was plain as day that the whole Vichy picture was falling apart fast under pressure of Otto Abetz, the all-powerful German Ambassador to Occupied France. The Marshal called Weygand back from Algiers. I met Weygand at the airport and knew he was being fired.

I got a plane out for Lyons and went to a police station. There I wrote a cryptic cable which the police lieutenant didn't understand, telling New York of Weygand's dismissal. Vichy began denying the news as soon as it was cabled back from the U. S. that Monday afternoon. But I was in Spain by that time. Admiral Darlan denied it again on Wednesday. Pétain confirmed it on Thursday.

Peace or revolution for Spain

Clearly, it was peace or another revolution in Spain. If Spain cannot stay out of war, any solution for her problems is hopeless. The son of the former dictator, Miguel Primo de Rivera, is Minister of Agriculture. He told me Spain had 40% less acreage under cultivation than before the Civil War. This country lost more than a million men, nearly all its work animals, has no lubricants for tractors or trucks except the little it gets from the U. S. The population is literally starving and as a result, great internal tensions are accumulating.

When Franco, the most independent of all the Spaniards, met Hitler at Hendaye, he simply said: "If you come through Spain I cannot be responsible for the actions of my soldiers." Nobody, including Franco, could deliver these people to anybody. This population, intensely diversified, whose fundamental characteristic is a blazing individualism and a perfect willingness to fight with anything they have around the house, simply would not peacefully support foreign troops. They are demanding food for themselves, not another war. Hitler would be occupying a volcano and, once it erupted, there would be very little Franco could do about it.

Sir Samuel Hoare, the British Ambassador to Spain, arranged with Viscount Lord Gort for me to go down to Gibraltar and spend a couple of days. General Gort, senior field commander of the British Army, talks and acts like the soldier he is and got right down to explaining The Rock's defense problem. He introduced me to the naval and air commands and the next day we went through The Rock and the Defense Zone from start to finish.

Gibraltar was packed with survivors of the *Ark Royal*. I was in Berlin when she was sunk but the Germans did not announce it. They couldn't. They had announced the sinking months before and had already decorated a submarine captain for the exploit.

Thanks to Lord Gort I was able to give the first eyewitness account of Gibraltar's new defenses since its expansion program began. You reach The Rock along a narrow peninsula studded with immense pillboxes, tank traps, anti-tank batteries, flame-throwing stations. There is no general entrance to The Rock. You go through one of sev-

CONTINUED ON PAGE 82



Two microphones fit against the sides of his Adam's apple. He doesn't have to hold this new "mike"—his hands are free for action.

How can a throat microphone help win battles?

This throat microphone is something new—made by Western Electric for the nation's air forces.

It picks up the vibrations from the flyer's vocal cords. Motor roar and machine-gun chatter don't get in to drown out his radio message. And the battle's outcome may depend on that message getting through.

This important device was developed by Bell Telephone Laboratories, pioneers in the field of aviation radio, and was made in the same workshop as your Bell Telephone.

It is among the many benefits which have grown out of Western Electric's long experience as manufacturer for the Bell System.

Western Electric

...is back of your Bell Telephone service

The "Other Woman" every wife will like...



• If you want to step up your popularity as host or hostess, do this one thing: Serve Virginia Dare Wine at every get-together. See how its brimming good flavor will win you compliments. Along with the many other famous Garrett American Wines, it's a top reason why real wine enjoyment costs little now.

BUY UNITED STATES DEFENSE BONDS



Famous Garrett American Wines

• Virginia Dare (Red or White)... Blackberry... Sauternes... Haut Sauternes... Rhine... Burgundy... Claret... Port... Sherry... Muscatel... Tokay... Paul Garrett American Champagne, Sparkling Burgundy and Pale Dry Sherry.

*Alcohol 20% by volume



"Give me GARRETT'S"
America's Call for Wine

GARRETT & COMPANY, INC., BROOKLYN, N. Y.

ASSURES CLEAR VISION

TAT NO-FOGG CLOTH

Stops Fogging at Once

DRIVE SAFELY WITH WINDOWS CLOSED DURING RAIN OR COLD

25¢ ...Other sizes 50¢ & \$1

At your favorite gas station or supply store

If your dealer cannot supply, send direct.

SOILICIDE LABORATORIES, Montclair, N. J.

MANY NEVER SUSPECT CAUSE OF BACKACHES

This Old Treatment Often Brings Happy Relief

Many sufferers relieve nagging backache quickly, once they discover that the real cause of their trouble may be tired kidneys. The kidneys are Nature's chief way of taking the excess acids and waste out of the blood. They help most people pass about 3 pints a day.

When disorder of kidney function permits poisonous matter to remain in your blood, it may cause nagging backache, rheumatic pains, leg pains, loss of pep and energy, getting up nights, swelling, puffiness under the eyes, headaches and dizziness.

Don't wait! Ask your druggist for Doan's Pills, used successfully by millions for over 40 years. They give happy relief and will help the 15 miles of kidney tubes flush out poisonous waste from the blood. Get Doan's Pills.

OH, JOY!



What a joy to get relief from a cough due to a cold. Get it with Smith Bros. Cough Drops. Black or Menthol. 5¢. Both taste delicious.

Smith Bros. Cough Drops are the only drops containing VITAMIN A

Vitamin A (Carotene) raises the resistance of mucous membranes of nose and throat to cold infections, when lack of resistance is due to Vitamin A deficiency.



A LAST LOOK AT EUROPE (continued)

eral bomb-proof steel doors, where a single sentry is stationed. In the main tunnel is a tremendous hospital with 500 beds, three complete operating rooms, the wireless station and a food-storage chamber covering the equivalent of a city block. Two thousand tunnelers are working 24 hours a day. There were two miles of tunnels when the war started; today there are ten. Twenty thousand men can live in this Rock indefinitely.

The Strait is open, and the British Naval Command told me that it will stay open no matter what happens in Spain. The Spanish guns on the mainland, in the adjacent Algeciras area, unquestionably can reduce the harbor at will. With the guns in Spanish Morocco they have a crossfire over the Strait and command the Narrows between Gibraltar and the Atlantic. But Vice Admiral Sir George Frederick Edward-Collins could bring his convoys through at night and is fully prepared to do so.

I drove to Malaga and flew back to Madrid. When I got there Sir Samuel told me he had been sending daily reports of our conversations to London. Would I make a detour to London instead of going right home? This detour meant I would have to give up my Clipper passage, hope for a new one on the next plane. Things were tightening up awfully fast all over the world. This was certainly no time to give up a Clipper passage, and I knew it.

I talked it over with Ambassador Weddell and gave up the Clipper. But now my passport was good for Germany and not for England. Our Embassy killed the German validation again. For the second time they stamped it good for England instead. Sir Samuel promised me the British would take me out of Lisbon the following day if I left Madrid that afternoon, and that they would take me back from London to Lisbon any day I needed to get there for the next Clipper.

Lisbon, London and back to Lisbon

I flew to Lisbon Wednesday afternoon and got up at 4 o'clock in the morning to catch the London plane at Sintra. It was morning, noon and night in London this time. I spent the weekend with Bracken. On Tuesday I was notified that I was set on the Clipper leaving Lisbon Thursday; I telephoned Captain Herbertson and the British took me back to Lisbon the next day. At Lisbon, I spent two hours with Dr. Antonio Salazar, the Prime Minister of Portugal, and unquestionably one of the ablest men in the world today. I had a good many ways of finding out things and they all added up to one word: TROUBLE. And trouble coming quick.

Then the Japs bombed Honolulu. On Thursday, Dec. 11, sitting alone up in his bedroom with Judge Bert Fish, our Minister to Portugal, I heard Adolf Hitler talk an hour and 40 minutes and declare war on the U. S. at 2:26 p. m. Lisbon time.

I left on the Clipper that night. They threw off the mail, ripped out the berths, put aboard an extra crew, and lifted the ship off the bay at 3 o'clock in the morning. We slept on the floor. With the radio silenced the Clipper flew 2,250 miles down to Bolama, Portuguese West Africa, just below Dakar. We gassed there at that little native outpost and Friday night started across the South Atlantic to Natal, 1,812 miles, reaching Brazil at dawn Saturday. On Dec. 15 I was back in New York.

In the course of my trip I obtained information which, now that we are at war, must remain confidential. But my general conclusions can be summed up as follows:

Fundamentally Germany is fighting a holding operation on the Continent until it can launch a powerful Navy. Hitler knows he cannot win with his army alone.

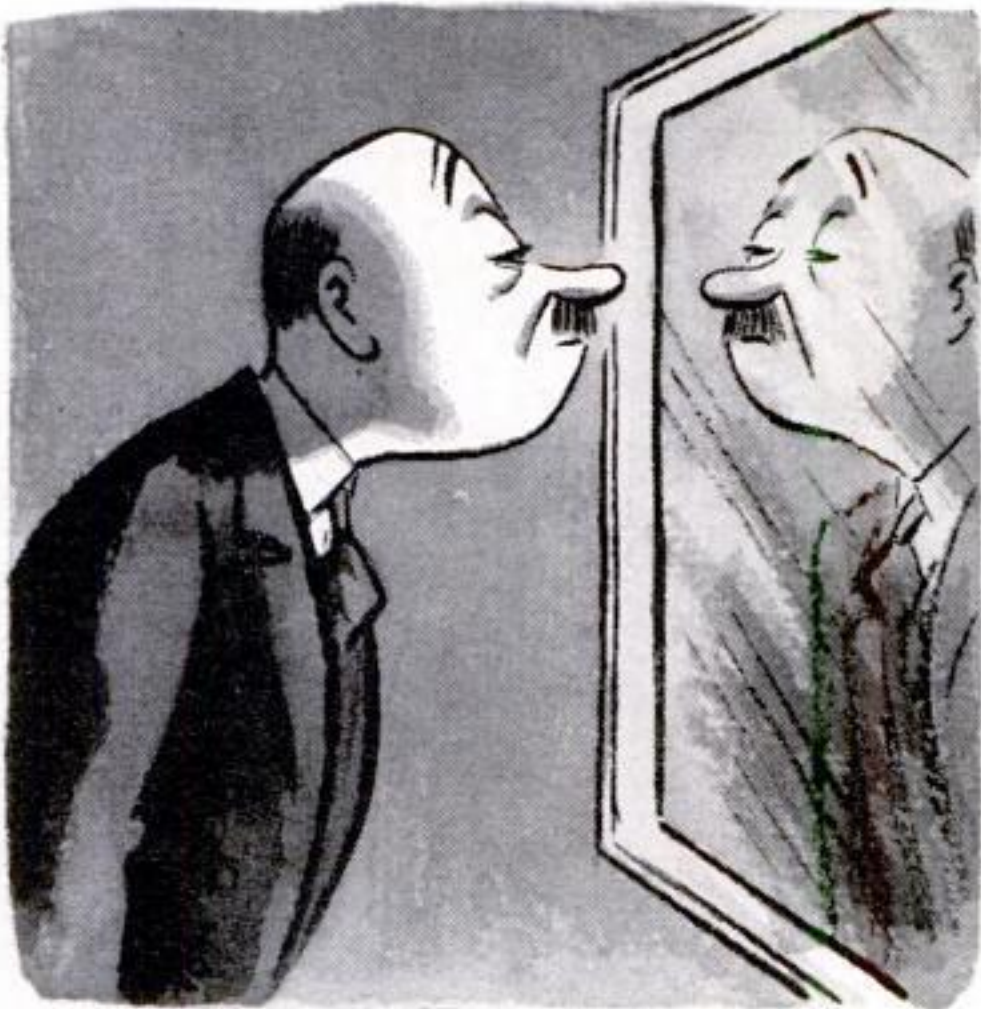
In Hitler's basic conception there are two wars. One is the great Civil War of Europe, which started in Spain and is now at the climax in the action between Germany and Russia. The great Civil War of Europe is the only war Germany planned. This is the war she could win. This is the war for the continental Pax Germanica. The other is the Inter-Ocean War, which Germany did not plan, was always determined to avoid, and can only lose.

From the outset of its Civil War program, Germany counted on an English reaction toward continental Europe similar to England's nonintervention policy toward Spain. As always, Hitler advertised the attack he did not intend to make. He sang, "We March Against England," and shouted this strategy in order to soften the Continent for his onslaught and facilitate his conquest of France, which then looked much harder to him than it turned out to be.

With the fall of France, Hitler did not attempt to invade England—a fact which still puzzles most British—because from the very beginning he had not planned to cross the Channel and was not pre-

CONTINUED ON PAGE 34

How many of these symptoms bother you?



TIRED EYES? Maybe you've been reading with an undersized light bulb. It's one of the surest eyestrain-inducers we know. And eyestrain is no joke when we need our eyes for vital wartime jobs. You can guard against eyestrain by getting *right* size G-E bulbs!



SLEEPY? It may not be your fault. Maybe you're still straining your eyes under the lighting that came with the building. Maybe the new G-E fluorescent lighting, with its cool, abundant indoor daylight, would help you overcome that 4 o'clock slump.



HARD TO CONCENTRATE? If your eyes wander from your book, let them wander over to the bulb in your lamp. Maybe some bulbsnatcher has swiped your new 100-watt G-E bulb, and left you to strain your eyes under a 25-watter from the hall!



SINGED EYEBROWS? If you have to light matches, or take work over to the window to see it, it's time something was done about the light! Lots of plants are learning that good light, by speeding production and reducing errors, is like adding extra manpower!



BAD TEMPERED? Does your wife (or husband) fly into a rage at the slightest provocation, such as being called a "bulbsnatcher"? Think back. Didn't you take that bulb yourself for your workshop (or kitchen), just because you didn't have a right size spare on hand?



FORGETFUL? Do you find yourself standing in front of a G-E MAZDA lamp display, and wondering what you came in to buy? Don't hesitate! Whatever else it was you needed, you can be sure you need right size G-E bulbs for your reading lamps!



HOW TO FEEL BETTER: Consult your G-E lamp dealer's Anti-Bulbsnatching Chart. It tells you the right size G-E MAZDA lamp bulbs for protecting eyes at work... sizes recommended by G-E lighting engineers. It's a sure cure for bulbsnatching, because with a supply of right sizes on hand, there's no excuse for robbing one socket to fill another!

15 and 25 watt	10¢
60 watt.....	13¢
100 watt.....	15¢
150 watt.....	20¢

G-E MAZDA LAMPS
GENERAL  ELECTRIC





ZENITH WAVEMAGNET PORTABLE

ONLY ZENITH HAS THIS!

U. S. PATENT NO. 2164251

WAVEMAGNET

BUILT-IN MOVABLE FOR RECEPTION IN TRAINS, PLANES, AUTOS
A NEW INVENTION—IT'S DIFFERENT

**THE PORTABLE RADIO
GUARANTEED TO PLAY WHERE
OTHER PORTABLES FAIL ...
OR YOUR MONEY BACK**



BOAT

**AT HOME OR AWAY, THE YEAR
'ROUND COMPANION**

A most remarkable invention ... the Patented Movable Wavemagnet in this new portable radio which you can carry in one hand, self-powered with a light, one-piece battery pack. Ordinarily it works without outside aerial, outside wires or ground.

**LISTEN WHILE YOU TRAVEL
... PLAY ... OR WORK**

Take this wonder portable where ordinary portables will not work efficiently; in a train, airplane, bus, ship, auto or any windowed building where metal construction keeps out reception. The secret of why it works while others fail is in the Patented Movable Wavemagnet, exclusive with Zenith.

Check up on your next train trip. See how many Zeniths are playing well ... and how many others makes fail to do so. Your money back if Zenith fails.



VACATION

**Under No Other Name
But Zenith**

... can you obtain this radio or a portable that is, has, and does so many things! Patented Wavemagnet—built-in yet movable—combination battery and lighting current operation—loudspeaker and earphone reproduction—adjustable to varying conditions—reception at home or traveling. Don't buy until you see and hear the Zenith Universal Portable at authorized Zenith Dealers everywhere.

EARPHONES FOR PRIVACY

Earphones available for sporting events, traveling and the hard-of-hearing. Zenith Hush-a-tone for use in bed. (Both extra equipment.)

**IF IT HASN'T A WAVEMAGNET
—IT ISN'T A ZENITH**

Made in Brown, Gray, Ivory and Brown Airplane Fabric and Alligator and Genuine Cowhide

AGAIN A YEAR AHEAD

ZENITH

LONG DISTANCE RADIO

AMERICA'S OLDEST MANUFACTURER
OF FINE RADIOS FOR THE HOME

A LAST LOOK AT EUROPE (continued)

pared to do so. In addition to the improbability of its success, there was never any place for the invasion in the Civil War of Europe concept. Indeed the attempt itself would have made certain the Inter-Ocean War, which Hitler hoped to avoid.

Hitler was not convinced that the Inter-Ocean War was unavoidable until the British refused his false "peace" offered after Dunkirk. Then Hitler finally sent his bombers against the British Isles in August and September 1940. They carried his only hope, which was first to obtain absolute supremacy of the air and to go on from there as best he could with makeshift equipment hastily commandeered. Although the Germany of August 1939 was an area of economic insufficiency, so is the whole of Hitler's Europe. Contrary to popular belief, as Germany conquers one country after another it does not accomplish sufficiency. It only enlarges its area of insufficiency.

The economic resources of the Continent will sustain Germany's military machine. But they will not sustain commercial life and give a living to the people at peace, even though the entire Continent is organized solely for Germany's benefit. The immense population from the Atlantic to the Urals cannot live to work for Germany unless they are given food and clothes, shelter and heat, tools and transportation, oil and coal, animals and raw materials. And Germany cannot supply these without selling abroad what is grown and manufactured in Europe. Germanic Europe, the hoped-for fruit of the great Civil War, must trade with the world. To do so Hitler must launch his fleet and break the sea bonds of the British Empire and the U. S. And he must invade England to finish this action. Hitler will try it unless an English invasion of the Continent draws him elsewhere.

The Germans established their position in North Africa for two reasons. The first is that Germanic Europe, engaged in the Inter-Ocean War, must have North Africa to live. Salazar, among the most highly regarded economists in the world in such matters, told me this point-blank. The second reason Germany must hold its position in Africa is to threaten the rear of any force which tries to invade Europe on the soft underside of the sprawling German turtle, the side bordering on the whole Mediterranean.

The British in turn know that this German position must be cleaned out no matter what it costs or they cannot win the war. This is an immense undertaking and the British cannot do it alone. An invasion of Europe waits upon troops from the U. S.

Although Japan's own plans in the Orient are immense and are basically independent of the Axis, the Japanese attack was timed to aid Hitler's strategy in Africa. Hitler hoped to divert the U. S. from the support in Africa on which the British must depend while at the same time he diverted from Russia enough of his force to stop the British.

Had Hitler been able to complete his original strategy, which was to seize, organize and exploit the continent of Europe before he attacked the world, he might have made good the economic, social and racial promises with which National Socialism lured the German people. As it is, the German people are apathetic. They do not know why they are ensnared but they feel it. They feel that this conflict, taken as a whole, is not as the Führer planned it. The additional Inter-Ocean War, and the failure of the occupied countries to embrace National Socialism, both of which came as a profound surprise to the Nazi leadership, are the towering miscalculations of modern times. Meanwhile, the European problems for England and ourselves are: on one hand, to keep Germany from gaining the African area which she must have to sustain the continental people working for her; and on the other hand, to invade the Continent from the African and other positions before Germany builds her Navy to such strength as to break all bounds.

Mr. Taylor got back to New York on the Clipper, Dec. 15. Throughout his trip he wore this reversible trench coat. Lining can be taken out to make a sleeping garment.



Would You Pay 50¢ a Pack?



WHAT OTHER
CIGARETTE
HAS
"ALL 5"?

1. Quality Blend
2. Firmly Rolled
3. Vacuum Cleaned
4. Champagne Cigarette Paper
5. Modern Price

Let's be perfectly frank! Would you continue to smoke your present cigarette if the price were suddenly raised to 50 cents?

Many smokers have told us they'd stay with Dominos—no matter what they cost!

"Dominos", they say, "give me an extra something—a rich, smooth taste I've always wanted in a cigarette." Discover Dominos!



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AMERICA'S BEST CIGARETTE BUY!

**MEDICATED FOR
CLOTHESPIN
NOSE**



Got a cold? Get two-way relief with Luden's! A Luden's on your tongue helps soothe throat—then, as it melts, releases cool menthol vapor. Your breath carries this to clogged nasal passages, helps open your "clothespin nose!"



Copr. 1939, Luden's, Inc.

SWEET-ORR
Trade-Mark
Guaranteed Quality Since 1871
WORK CLOTHES
UNION MADE



Winter's bite is tempered by the mellowness of beer and ale

The winter wind pokes icy fingers at the window panes. Mittens, socks and ski-boots sit drying on the hearth. The ruddy fire-light flickers over glowing, healthy faces.

The day's runs and jumps, and spills too, are re-lived once again . . . over glasses of richly mellow beer and ale.

Nothing adds more to the simple pleasure of such an evening than a glass of beer or ale.

Made from Nature's wholesome grains and hops, beer

and ale are so deeply satisfying, so delightful to your taste.

Called by men, since the dawn of time, the "beverages of moderation" these two brews can do so much to make your hours of leisure more restful, more relaxing.

More and more, in these difficult days, Americans are realizing that beer and ale . . . with their nutritious ingredients, their gentle nature, their matchless flavor . . . *belong* to a wholesome and balanced way of life.

Because beer is a beverage of moderation and so great a national favorite, it deserves to have its good name guarded well. We who brew America's beer are co-operating to prevent abuses wherever they may occur in the retailing of beer and ale. You can help with understanding and support of the brewers' "clean-up or close-up" program . . . described in a booklet sent free on request. Address United Brewers Industrial Foundation, Dept. A12, 21 East 40th St., New York, N. Y.





BRIDEGROOM T. A. SOONG LEADS HIS BRIDE, FORMER JIH-IUNG WOO, FROM CHURCH



THE ATTENDANTS WERE (FROM LEFT) MAID OF HONOR DOREEN FENG AND BRIDESMAIDS



Charlie Jones Soong, father of the great Soong dynasty, worked his way through two U.S. universities.



Mei-ling ("Beautiful Youth") Soong, Charlie Jones's daughter and Tse-an's sister, married Chiang Kai-shek.



Ai-ling ("Loving Youth"), eldest sister of Tse-an, married wealthy Dr. H. H. Kung, now Minister of Finance.



Ching-ling ("Happy Youth"), Tse-an's second sister, is the widow of the great Chinese liberator, Sun Yat-sen.



T. V. Soong, Tse-an's brother, is China's financial wizard and has just become its Foreign Minister.



EDITH KWONG, MAY-ING HSI, JANE LIM AND PEARL SUN, GRANDDAUGHTER OF SUN YAT-SEN



BRIDE'S PARENTS, MR. AND MRS. Y. C. WOO, BEAM WITH PRIDE OVER THE MATCH

Life Goes to a Wedding in the Soong Family

The youngest of China's great family takes a wife in a San Francisco Episcopal cathedral

On Dec. 20, a strange and impressive event took place in the august Episcopal precincts of Grace Cathedral in San Francisco. Tse-an Soong, youngest son of one of the greatest families of the world, was married to Miss Jih-iung Woo, daughter of Y. C. Woo, director of the local branch of the Bank of Canton. Young Tse-an is president of the China Development Finance Corp. in San Francisco and his bride is a beautiful Chinese girl who has been attending an American university. Three hundred San Francisco civilian and military dignitaries thronged the wedding, but it was not these things that made the match significant.

The great Soong family, the ruling house of Re-

publican China, has made a reputation for marrying wisely and well. Tse-an's sister, Ching-ling, married the late famous Sun Yat-sen, founder of the Chinese Republic. And as if sisters were to marry successive Presidents of the U. S., sister Mei-ling married Generalissimo Chiang Kai-shek. Lastly, sister Ai-ling Soong married a rich aristocrat, Finance Minister H. H. Kung, a 75th lineal descendant of Confucius. Thereby she brought into the family the one thing lacking: ancestry. In a land that prizes "dynasty," the Soongs are now only in the second generation. Their father was a foundling named Charlie Jones Soong who shipped to America on a clipper in 1879, took its

captain's name. A self-made man, Methodist Charlie Jones came back to China to trade and teach Western ideas, fell in with Sun Yat-sen and began his long successful career as a matchmaker.

The Soongs are a sternly Christian family, and Tse-an's wedding was a thoroughly American rite performed by an Episcopal bishop. Between clusters of chrysanthemums paraded choirboys, ushers in cut-aways and bridesmaids in pink satin. This week, on Jan. 16, a similar ceremony will take place in New York when T. L., the last unmarried Soong, who helps administrate Chinese lease-lend supplies, marries May-ling Hsi, one of the bridesmaids at Tse-an's wedding.

JAPS BOMB U.S.A!

FIRST AUTHENTIC 8 AND 16 MM.
MOVIES COST LESS THAN
UNEXPOSED FILM!



8
mm.

**FILMED UNDER FIRE AT
SCENE OF ATTACK!**

16
mm.



LOW COST!

8 mm.	16 mm.
50 FT.	100 FT.
\$1.75	\$2.75
180 FT.	360 FT.
\$5.50	\$8.75

(Also 16 mm. sound-on-film)

REMEMBER PEARL HARBOR! Here is the fateful record of the treacherous Jap attack! Actual bombing scenes! Filmed on the spot! Dive-bombing planes! Heroic defense by Americans! Here is grim history... on film... for now and posterity. The beginning of the most tremendous struggle of our day! The film every projector owner must possess! Don't wait! Get CASTLE FILMS' "JAPS BOMB U. S. A."

**ON SALE AT YOUR
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new 1942 Castle Films'
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LI

Young Wedding (continued)



BRIDE AND GROOM GREETED GUESTS AT RECEPTION IN THE FAIRMONT HOTEL.



The groom is congratulated by Chih Tsing-feng (left), the Chinese Consul General in San Francisco, who presented the couple with an official Chinese marriage certificate.



AT THEIR REQUEST, WEDDING-PRESENT MONEY WENT TO ALLIED WAR CHEST



U. S. naval officer, Lieutenant Charles H. Franklin, was one of many military and civilian guests to congratulate Tse-an. Standing at left is the bride's mother, Mrs. Woo.



OLIVIA DE HAVILLAND, STAR OF WARNER BROS.' "THE MALE ANIMAL"

OLIVIA DE HAVILLAND PASSES HER TASTE-TEST

[Read how she spotted the best-tasting cola]

IN THE delightfully wacky new comedy picture, "The Male Animal," the old battle of the sexes valiantly carries on! With Olivia de Havilland in the thick of it!

Coming off the Warner lot after a day of madhouse antics, Miss de Havilland took time out for Royal Crown's famous cola taste-test.

She drank the nation's best-known colas from plain paper cups and was asked to choose which one tasted best. Said Miss de Havilland, as her taste-test was being certified before a notary public,

"One cola tasted *much* better to me."

It was Royal Crown Cola!

Miss de Havilland's taste-test checks exactly with more than fifty other stars in Hollywood who have picked Royal Crown Cola as the *best-tasting* cola.

This winter—why don't *you* take time out for a quick-up? Reach for a frosty bottle of Royal Crown Cola. Convince yourself it's the best cola you ever tasted. Remember—in each 5¢ bottle you get not one but *two* brimful sparkling glasses. (Six bottles in the home carton—25¢).



TAKE TIME OUT FOR A "QUICK UP" WITH
ROYAL CROWN
REG. U. S. PAT. OFF.
COLA

Best by Taste-Test!

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COME AND GET IT!

Enjoy the Satisfying Flavor of this
APPETIZING New Quick-Serve Food!



READY TO SERVE!
DELICIOUS HOT OR COLD!

...WITH ESSENTIAL **B VITAMINS** IN ABUNDANCE!

Don't let cold-weather doldrums "get you down" ... for here is a truly appetizing meat, full of energy-producing *B Vitamins* that help keep you smiling with glowing health. Morrell E-Z-Serve Liver Loaf is made from select liver—one of the most valuable *natural* sources of *B Vitamins*—blended with other nourishing ingredients to augment liver's benefits.

Most people don't get enough *B Vitamins* ... so important to promote sound health,

good appetite, and steady nerves, as well as proper growth in children. Yet assays by a nationally recognized, independent laboratory show Morrell E-Z-Serve Liver Loaf provides abundant supplies of *Vitamin B₁*, *Vitamin B₂*, and *Anti-pellagra Vitamin*.

Morrell E-Z-Serve Liver Loaf is downright delicious! Try it today. Serve cold as it comes ... or sauté, bake, or broil. You'll find prize recipes on the container.



ASK YOUR DEALER FOR THESE OTHER
MORRELL E-Z-SERVE MEAT LOAVES, TOO



MADE BY THE
MAKERS OF
FAMOUS MORRELL
E-Z-CUT HAM

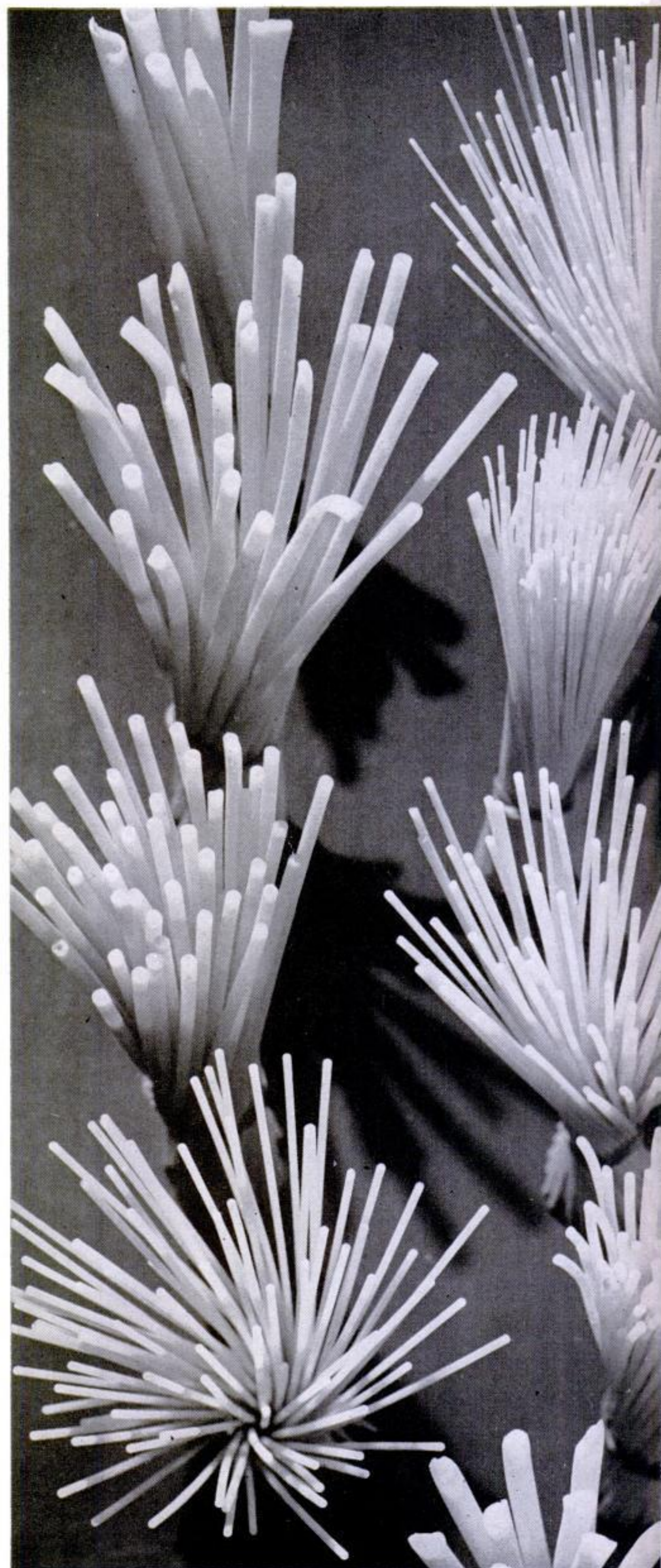
JOHN MORRELL & CO.

GENERAL OFFICES
OTTUMWA, IOWA

MODERN LIVING

U. S. FOOD & DRUG ADMINISTRATION SETS

On the 764th day of war in Europe, the U. S. Food and Drug Administration proposed a ruling which will forever settle any conflict in the mind of the public on spaghetti and macaroni. The proposed docket in part proclaimed that macaroni should be tube-shaped and no more than 0.25 inches in outside diameter. Spaghetti should be cord-shaped and no more than 0.11 inches in diameter. The long holes down the center

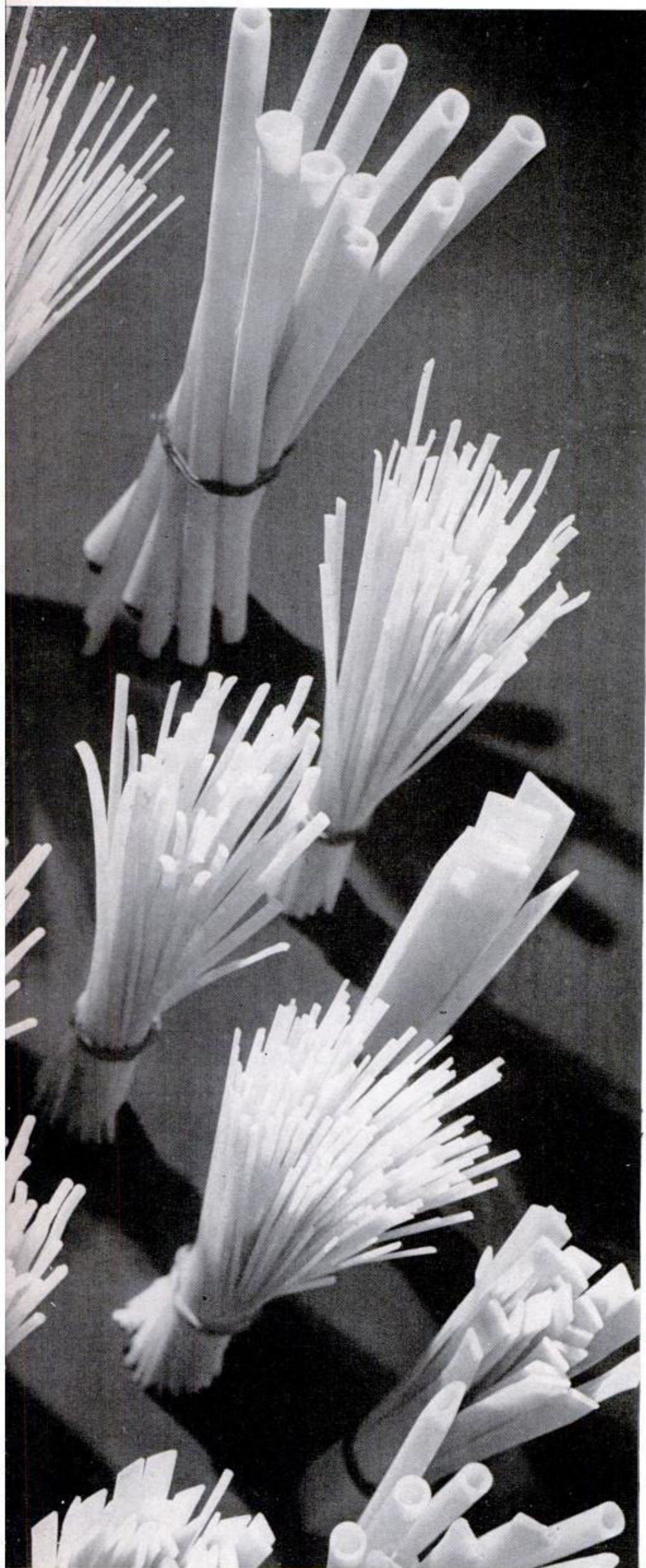


Seventeen varieties of spaghetti (little hole), macaroni (big hole) and fettuccie (no hole) are pictured above. All are made from dough prepared with flour, water and salt for seasoning. Reading by rows from top to bottom and from left to right are

MACARONI AND SPAGHETTI STANDARDS

of American spaghetti or macaroni are sensibly functional, permit complete seepage inside and out of melted butter, grated cheese, rich sauce.

Served in restaurants, spaghetti comes in frustrating lengths a yard and four inches long. Served at home, there are still eleven inches of slippery pasta to be coaxed and twined into proper-sized mouthfuls. On the next two pages LIFE presents six steps illustrating how to eat spaghetti.



pictured: first row—mezzani, maccaroncelli, perciatelli, spaghetтини; second row—capellini, thin spaghetтини, spaghetti, bucatini, mezzanelli; third row—zitoni, lingue de passero, bavette, fettucelle; fourth row—linguine, lasagnette, fettucce and ziti.

CONTINUED ON NEXT PAGE

GOOD-BYE OLD STYLE!

HELLO

GIBSON

STRATA-ZONE

THE FREEZ'R SHELF!
REFRIGERATOR!



Freezing Cold at the TOP of this New Gibson refrigerator... Moist Chilling immediately below... then comes conditioned-cold... and dewy freshness for vegetables... just like layers of cold on a mountain top, for you to use right in your own kitchen.

REMEMBER—EACH food needs *Special* conditions of moist-cold to keep it vitamin-fresh and delicious.

You need the convenience of Gibson's revolutionary new STRATA-ZONE cold layers! NO CUBBY HOLES... nothing but full-width, wall-to-wall shelves... each layer with the right moisture conditioning for each *kind* of food! Go to your Gibson Dealer NOW! See the new Gibson STRATA-ZONE Electric Refrigerator TODAY!

Gibson Electric Refrigerator Corporation, Greenville, Mich.
Export Dept.: 201 N. Wells Street, Chicago, Illinois

*Built
Nature's
Way!*



Keep Vitamin Food Value with Gibson

Save precious vitamins and minerals... the delicate, elusive food flavors... seal them in the food you buy with Gibson KOOKALL Electric Cooking. Get more information TODAY!

GIBSON
KOOKALL
ELECTRIC RANGE



YES, MADAM—FROM
PINEAPPLES ACTUALLY
RIPENED ON THE PLANTS!
THE UNSWEETENED
JUICE!

*Really truly
Hawaiian Pineapple Juice!*



• A bright spot in your busy day—this golden, refreshing juice of ripe pineapples Libby brings you from Hawaii. Because Libby's is pressed from pineapples that ripened on the plants, it needs—and gets—no sweetening. Its fresh, natural flavor is truly delightful. And it's a good source of two important vitamins—B₁ and C. Ask for Libby's; taste truly Hawaiian pineapple juice.

NO WONDER LIBBY'S
TASTES SO EXTRA
GOOD!



JUST OPEN A CAN AND BREAKFAST IS DIFFERENT!

Libby's
FAMILY
OF JUICES AND
FRUIT DRINKS



Remember: Libby's delicious
Tomato Juice is rich in Vitamin C
and a good
source of
Vitamins A,
B₁, and G!



11 KINDS including Grape; Grapefruit; Orange; Orange and Grapefruit.
Diluted and sweetened juices: Apricot, Loganberry.

(continued)



FOUR STRANDS OF SPAGHETTI SHOULD BE SEGREGATED FROM THE PILE



WITH SOUP SPOON AS PROP, TWIRL FORK AND SPAGHETTI GENTLY

A LADYLIKE MOUTHFUL OF SPAGHETTI IS READY FOR CONSUMPTION



MOST AMAZING LIP-ALLURE EVER CREATED

...by the exclusive House
of Louis Philippe



**STAYS PUT For Hours
Without Caking or
Drying on Your Lips!**

Many smart young fashionables just can't believe it! For the first time in history—you can get a beauty-famous Louis Philippe ANGELUS Lipstick at the unheard of low price of 49¢.

This sensational new 49¢ size offers you *in every way* the same fascinating seductive lip-allure as the costly de luxe size which wealthy women buy.

**Used By So Many of
New York's Finest Actresses
and Glamorous Jeunes Filles**

ANGELUS was the *first* lipstick to have a *special* creme base. This amazing base is what makes it go on so evenly and STAY PUT for hours without caking or drying. Yet ANGELUS never appears "greasy". When properly applied—it won't come off on your

teeth, cigarettes or boy friend's lips.

**For Tempting Lips
"He" Can't Resist**

The House of Louis Philippe always boasts of the latest fashion shades. For unusually striking lip-appeal—try Patriot Red No. 406. One of the most youthfully beguiling yet audaciously gay clear REDS ever created. Wear from morn 'til midnight to—ENCHANT... BEWITCH... ENSLAVE!



For *complete* matched make-up—use Louis Philippe Rouge and Face Powder. Demi-Deb Size Rouge Compact now 49¢. All cosmetic counters.

Louis Philippe

ANGELUS LIPSTICK—ROUGE—FACE POWDER

SPECIAL: Send 25 cents in coin or stamps to The House of LOUIS PHILIPPE, Inc., 41 E. 42nd St., New York City, for an ounce of the enchanting spicy-bouquet Cologne Angelus and a generous size box of the famous textured LOUIS PHILIPPE Face Powder. Check Shade ☐ Light ☐ Medium ☐ Dark

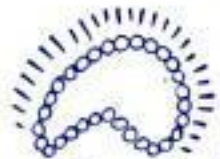
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How to foil the bubble-robbers



Ice is a thief. When it melts in your highball, air bubbles creep out and sneak the sparkle-bubbles right out of your drink...then ice water dilutes what's left.



Save those sparklers. Use Sparkling Canada Dry Water, as all smart hosts do.



Its pin-point carbonation—millions of tinier bubbles—keeps sparkle locked in...makes drinks taste lively to the end. Enjoy its finer flavor soon!

P. S. Drink a glassful any time.
It's good for you.

THE ANSWER TO YOUR
TALL DRINKS'

S O S
(SAVE) (OUR) (SPARKLE!)



Sparkling CANADA DRY WATER

★ ★ ★ ★ ★

For better ginger ale highballs use
Canada Dry, "The Champagne of Ginger Ales"

Also try Canada Dry Tom Collins Mixer, Lime Rickey, Quinine Water, Spur

PICTURES TO THE EDITORS

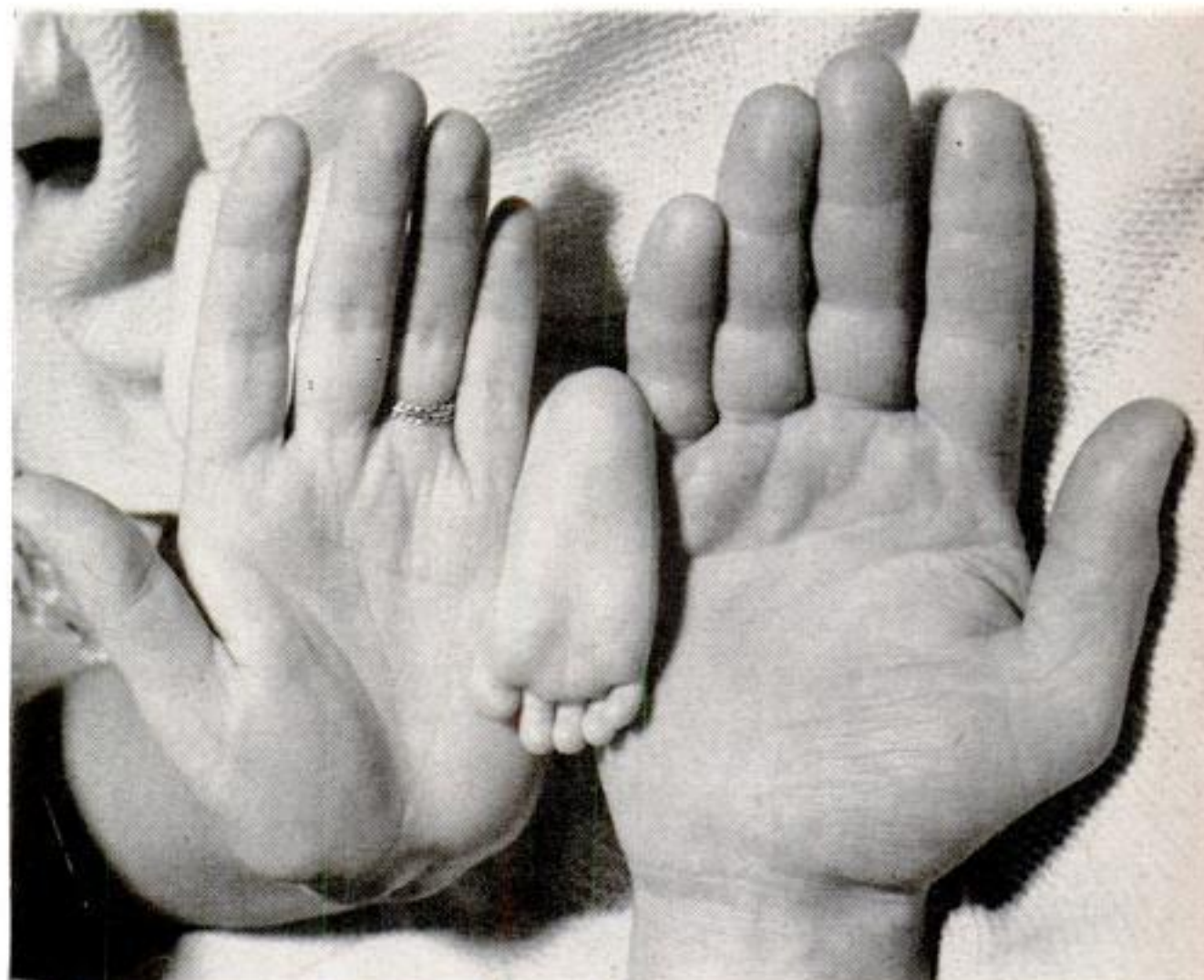
SCALE MODEL

Sirs:

Although the fact that new babies lean to the little side should surprise no one, I wonder how many of us realize the actual degree of minuteness which characterizes the feet, hands and head of the newborn?

To illustrate the comparatively small size, I prepared these firsts of my youthful (13 days) son, Stephen, using my own and Mrs. Shaw's parental hands as scale guides in the photos. The shots were made shortly after we got him home from the hospital.

ZACHARY SHAW
New York, N.Y.



BETWEEN PARENTS' HANDS, BABY'S FOOT FORMS INTRIGUING PATTERN



FATHER'S PALM PRESENTS HUGE BACKDROP FOR SON'S TINY FINGERS



AT NAPTIME, INFANT HEAD MAKES COMFORTABLE HANDFUL FOR MOTHER

QUICK RELIEF for a COUGH due to a cold

Here's the
INSIDE
STORY



LIQUID CENTER

COUGH DROPS

Now...science seals a soothing liquid inside this pleasant, handy cough drop. It's this liquid—inside—that helps RELIEVE THROAT RASP and coughs due to colds. Easy way to carry cough medicine.



Exhilarating fun! Streaking over the snow. But not if lips are painfully windburnt. Protect them from biting cold and wintry blasts with Chap Stick. Keeps lips smooth and soft. Pleasantly medicated to bring quick, soothing relief to sorely dry, roughened and cracked lips. Two forms: "Stick" and "Fives" (the new individual tins, five to a pack), 25c. For free sample, write Chap Stick—Dept. L-16—Lynchburg, Va.



Kidneys Must Clean Out Acids

Excess acids, poisons and wastes in your blood are removed chiefly by your kidneys. Getting up Nights, Burning Passages, Backache, Swollen Ankles, Nervousness, Rheumatic Pains, Dizziness, Circles Under Eyes, and feeling worn out, often are caused by non-organic and non-systemic Kidney and Bladder troubles. Usually in such cases, the very first dose of Cystex goes right to work helping the Kidneys flush out excess acids and wastes. And this cleansing, purifying Kidney action, in just a day or so, may easily make you feel younger, stronger and better than in years. A printed guarantee wrapped around each package of Cystex insures an immediate refund of the full cost unless you are completely satisfied. You have everything to gain and nothing to lose under this positive money back guarantee so get Cystex from your druggist today for only 35c.

UP LATE?

Easy-to-take tablets for over-indulgence, sleepy drivers, drowsiness. Harmless as coffee! Since 1933 At your druggist — 10c-25c

Keep Alert with **NODOL AWAKENERS**

First Aid for IRRITATED SKIN due to dry eczema, chafing, externally caused pimples, small burns. Specially medicated for quick, long-lasting relief.

RESINOL



PICTURES TO THE EDITORS

(continued)

STRANGE CARGO

Sirs:

Just one "all right" is all that's needed to get my dog, Sprite, into my bicycle basket in the manner shown in these photographs. Sprite seems to enjoy riding in this fashion, and I have taken him as far as 20 miles at a time without discomfort to either of us.

EDWARD PRINS

Racine, Wis.



FIRST IN QUALITY • FIRST IN REPUTATION • FIRST IN POPULARITY* • SEIKIES

OLD GRAND-DAD

Head of the Bourbon Family

*AMONG BOTTLED IN BOND

KENTUCKY STRAIGHT BOURBON WHISKIES

100 PROOF

One taste will tell you why!

National Distillers Products Corporation, New York

WHAT-A NEW PAIR?

NO, ALICE - I'VE LEARNED
HOW TO MAKE MY STOCKINGS
LAST UP TO
20% LONGER!



Even in winter you perspire every day — and
PERSPIRATION IS ACID
...it EATS stockings!

Guard them with IVORY SNOW!
For only this new, different soap
combines 2 great advantages!

• To get as much as 20% more stocking wear, heed this warning of experts: You normally perspire at least a pint of acid perspiration every day—even in winter! So don't be careless—guard your stockings daily with active, perspiration-removing Ivory Snow suds!

But be sure you use only Ivory Snow . . . it is really different . . . the only soap that combines two great advantages! (See diagram at right.)

Yes, Ivory Snow is something new. Not a flake . . . not a powder . . . made in "snowdrop" form to give rich suds in 3 seconds, even in cool water! Acts quickly—in two minutes you'll be rid of acid perspiration and soil—you'll get up to 20% more stocking wear!

**WANT LOVELIER HANDS
IN 12 DAYS?**

If your hands are red and rough from using one of the 5 leading packaged soaps—change to pure Ivory Snow for dishwashing. It cuts grease as fast as the strongest laundry soap. And in just 12 days you'll get softer hands!



HERE ARE THE TWO
IMPORTANT ADVANTAGES
IVORY SNOW GIVES YOU

1. It is pure soap made under a patented process in tiny "snowdrop" form . . .

2. It dissolves like a flash in cool water—4 times faster than any soap of its kind.

No wonder Ivory Snow acts so safely, so surely against acid perspiration, to help stockings last far longer!



TRADEMARK REG. U. S. PAT. OFF. • PROCTER & GAMBLE

RICH SUDS IN JUST 3 SECONDS—EVEN IN COOL WATER! 99% PURE

PICTURES TO THE EDITORS

(continued)

SPEAKING FOR DEAD

Sirs:

The pile of humanity in this tableau is designed to portray the physical number of traffic fatalities in Oklahoma City since January 1941. Titled *Speaking for the Dead*, the tableau was planned by the Oklahoma Publishing Company as a climax to a year's campaign to cut the local auto death toll. *Oklahoman* Photog-

rapher Gene Thomas executed the idea in collaboration with Professor Charles Elson of the University of Oklahoma's drama department. Student stagehands built the platform of four by fours and covered the entire structure with black velvet.

WALTER M. HARRISON

Oklahoman & Times
Oklahoma City, Okla.



SCADS OF SPOOLS

Sirs:

For 15 years Walter P. Smith, typewriter repairman, pocketed empty spool and metal box each time he replaced a typewriter ribbon. The collection grew, overflowed boxes in his basement and garage, eventually spilled into the attic of a nearby granary. Here are a few thousand of them.

Local interest in the spools increased suddenly as a result of metal priorities.

Announcements came that once "worthless" spools now have a value.

Smith inventoried. He found he had 36,288 spools with values ranging from 3¢ to 20¢ each. The minimum cash value of his collection is estimated at \$1,200, not including some 30,000 metal boxes in which the spools were packaged.

HARRY MAUCK JR.

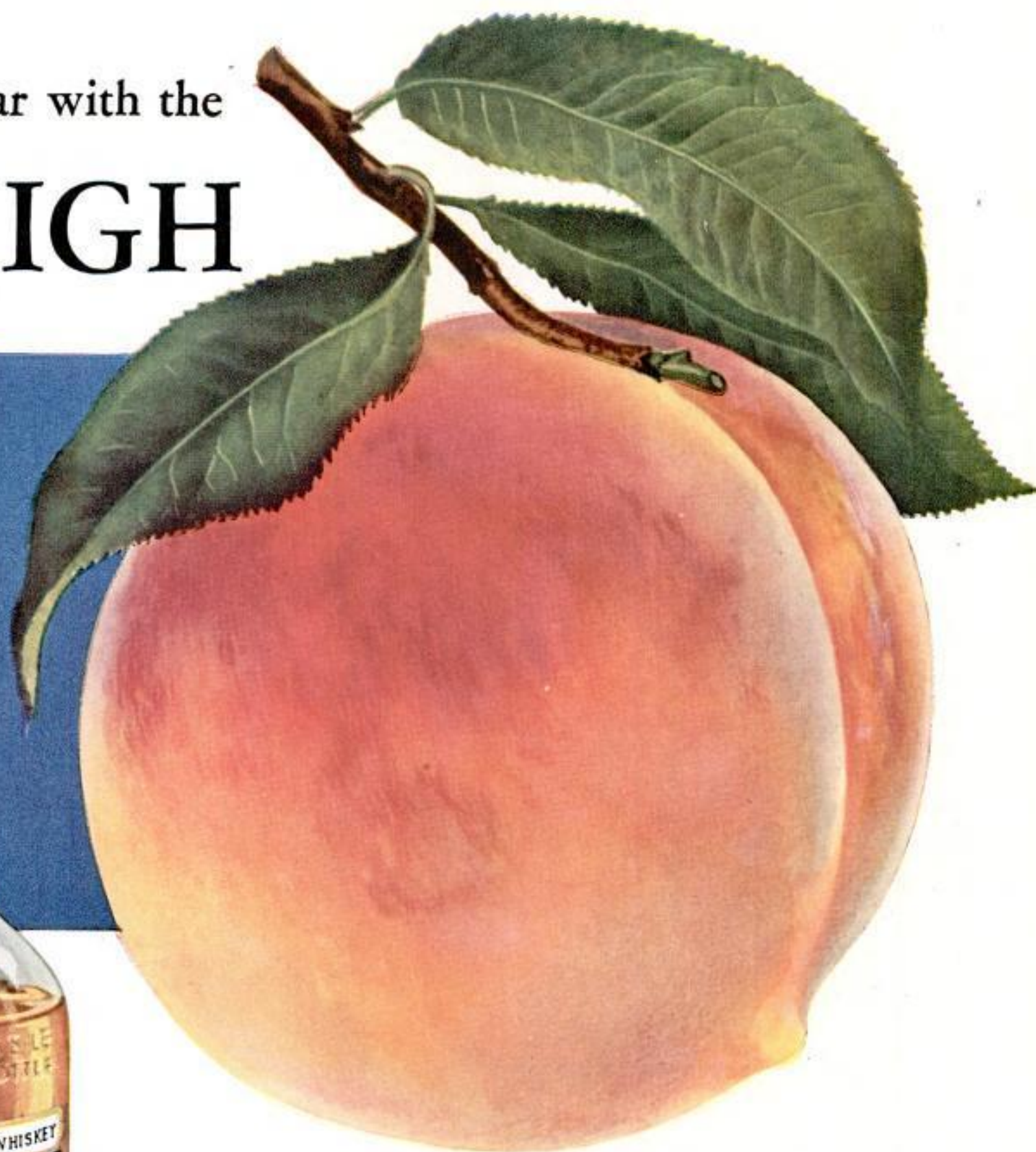
Council Bluffs *Nonpareil*
Council Bluffs, Iowa



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Double your Enjoyment during the New Year with the
"bonus year" TEN HIGH

Like this luscious peach,
**RIPENED
 JUST RIGHT—**
 year after year,
 after year, after year!



HAPPY NEW YEAR!—We've waited an *extra* year to give you the "bonus year" TEN HIGH.

And, mister, when you taste the detectable goodness added by that extra year, you'll say, "There's a birthday worth *celebrating!*" That includes you millions of TEN HIGH drinkers who didn't think this famous whiskey with "no rough edges" *could* taste better.

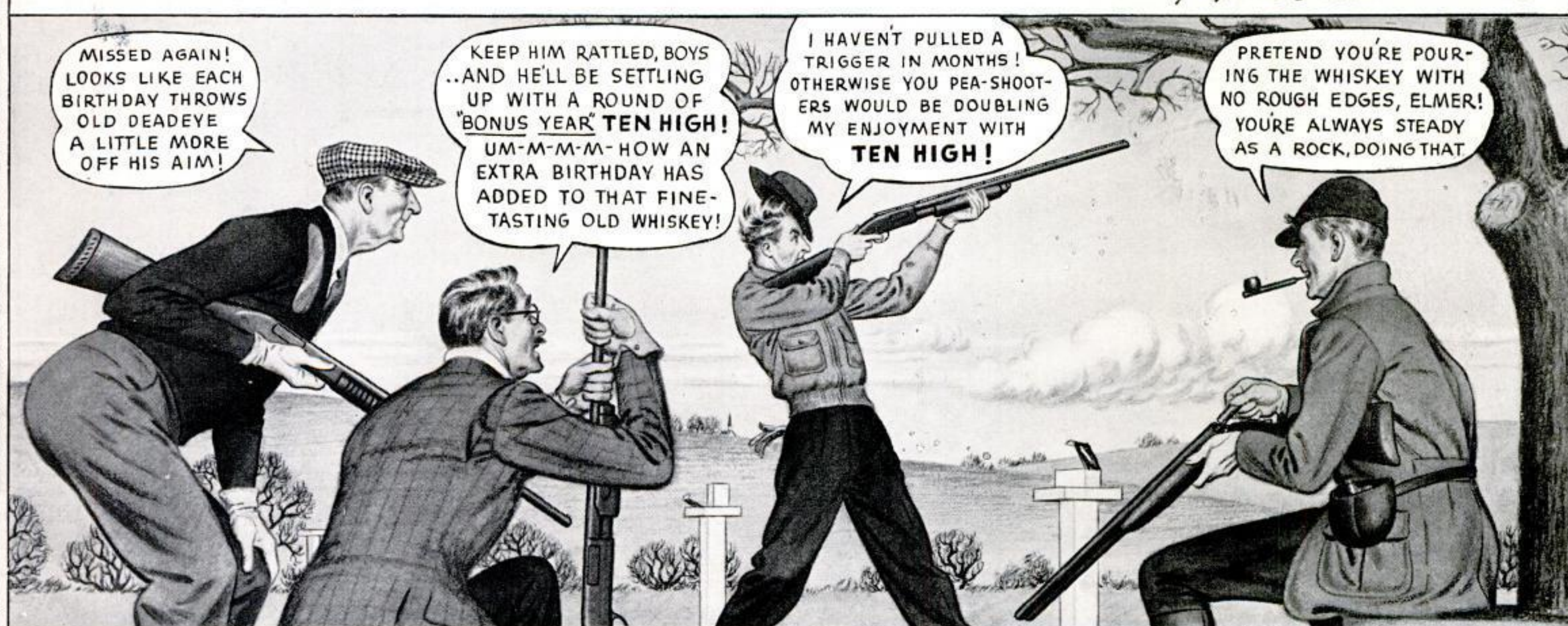
You'll find all the old-time satisfaction in the "bonus year" TEN HIGH—*plus* a bonus of flavor that *Doubles Your Enjoyment!* Straight Bourbon Whiskey. 86 proof. Copr. 1942, Hiram Walker & Sons Inc., Peoria, Ill.



... this whiskey is 4 years old

"THE RIBBERS"

by Glen Fleischmann



HELLO...



I'm
"Coca-Cola"
 known, too, as
"Coke"

I speak for "Coca-Cola." I'm a symbol of its life and sparkle. You call me "Coke." It's short for "Coca-Cola."

I offer you *the pause that refreshes*. I speak for *the real thing*...the soft drink with a distinctive quality of delicious refreshment...the drink with the trade-mark "Coca-Cola," known, too, as "Coke."

P. S.

Everybody likes to shorten words. Abbreviation is a natural law of language. You hear "Coke"... the friendly abbreviation for the trade-mark "Coca-Cola"... on every hand. I tell the story in a picture you have so often heard in words.